TECHNOLOGY DEPT!

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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APR 27 1942
DETROIT

15c the Copy $5.00 the Year
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APRIL 27, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

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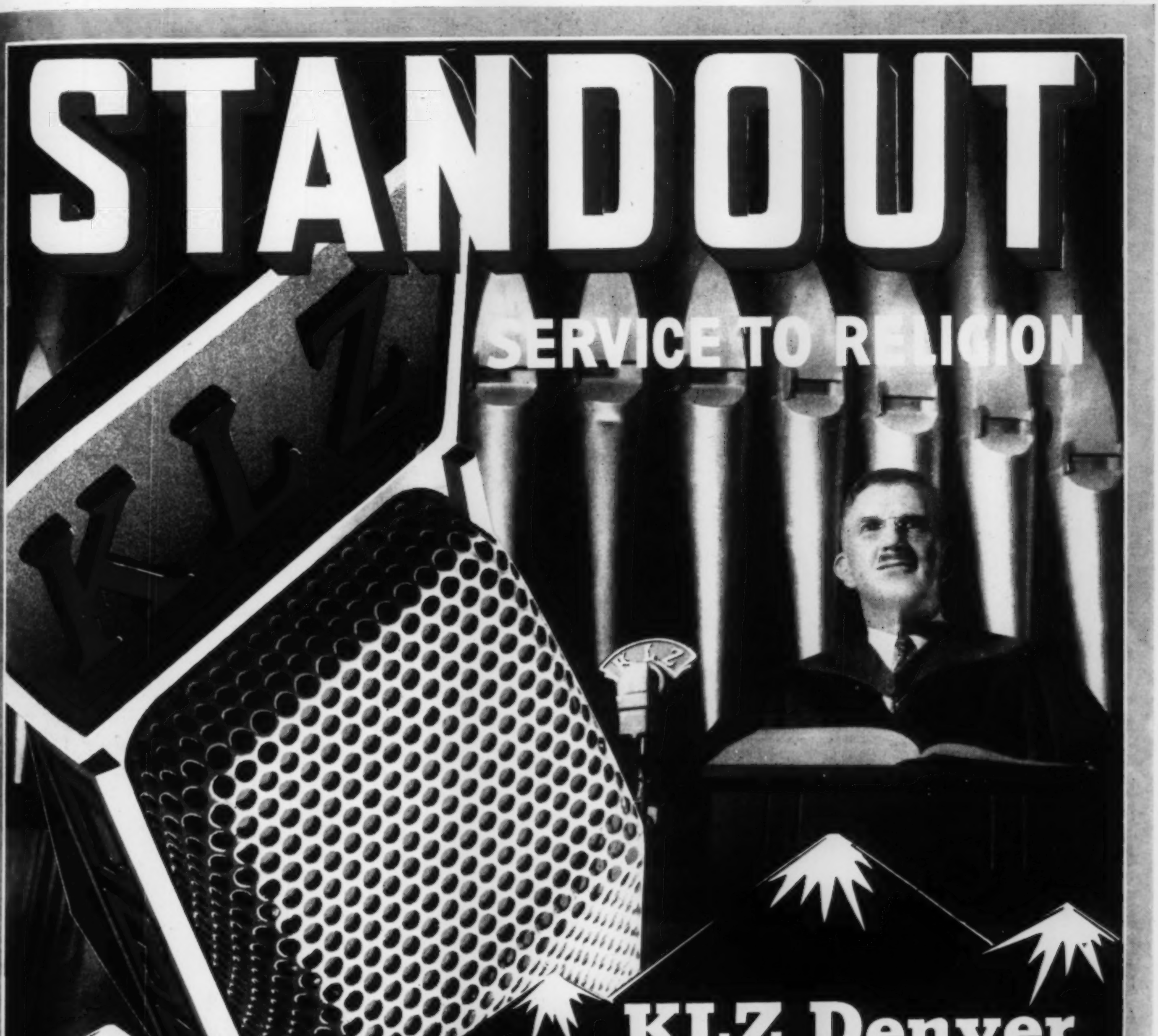

KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City ★ Represented by The Katz Agency, Inc.

BIG
WATTAGE

A FORT INDUSTRY STATION

50,000 Watts

BIG
COVERAGE

4,860,716 POPULATION
IN 50-KW. 500 MICROVOLT SERVICE AREA OF
WEST VIRGINIA
EASTERN OHIO
WESTERN PENNSYLVANIA

JOHN BLAIR REPRESENTS US

READY
FOR
ACTION
June
1st

*Basic
Blue
Network*

WWVA

*We tal
to the
mass*

WHEELING, WEST VIRGINIA

XUM

THE Fifth ESTATE

ARE AMERICANS SOLD ON RADIO?

IT seems a silly question. Do you know of anybody whom you would have to sell the idea of entertainment, education, information and culture . . . free . . . every day and every night?

Do you know of anyone who would say radio is a poor bargain after listening to the inspiring music of the great masters . . . the living voices of the world leaders and the acting of the world's stars in plays written by the outstanding talent of the globe . . . all of this free?

We doubt it. That's why Americans own 55,000,000 radio sets . . . two sets to every American family.

So it seems that the public . . . . the great American public is sold on radio.

And if you were selling a product to the public . . . so unanimously sold on radio, wouldn't it at least be wise to explore, to inquire, to get the facts about this medium based on the known fact that people remember ideas better . . . . when they hear them?

WSM is proud to be a part of the great Fifth Estate . . . America's most powerful medium.

Air Castle of the South
50,000 WATTS CLEAR CHANNEL

WSM

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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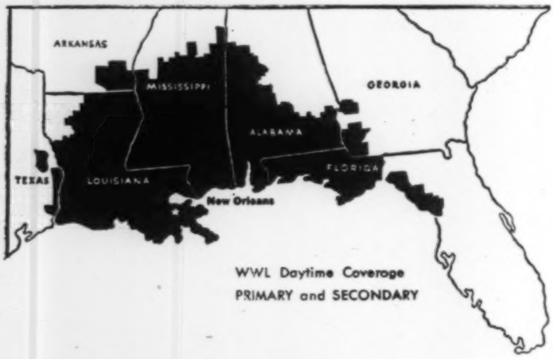
Bouquets from British Columbia

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Thousands of miles from the Crescent City, our fan mail attests, thousands of listeners tune in the 50,000-watt clear-channel voice of WWL regularly. It's plus advertising for you, of course.

But undisputed dominance in the entire trade territory of the South's largest city is the real payoff in profits when you use . . .

The greatest selling POWER
in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

APRIL 27, 1942

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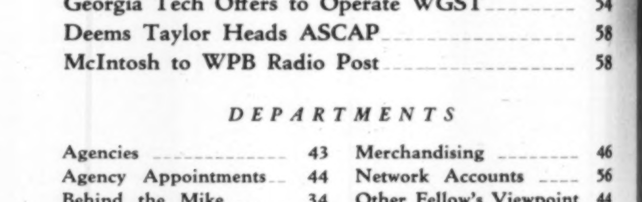
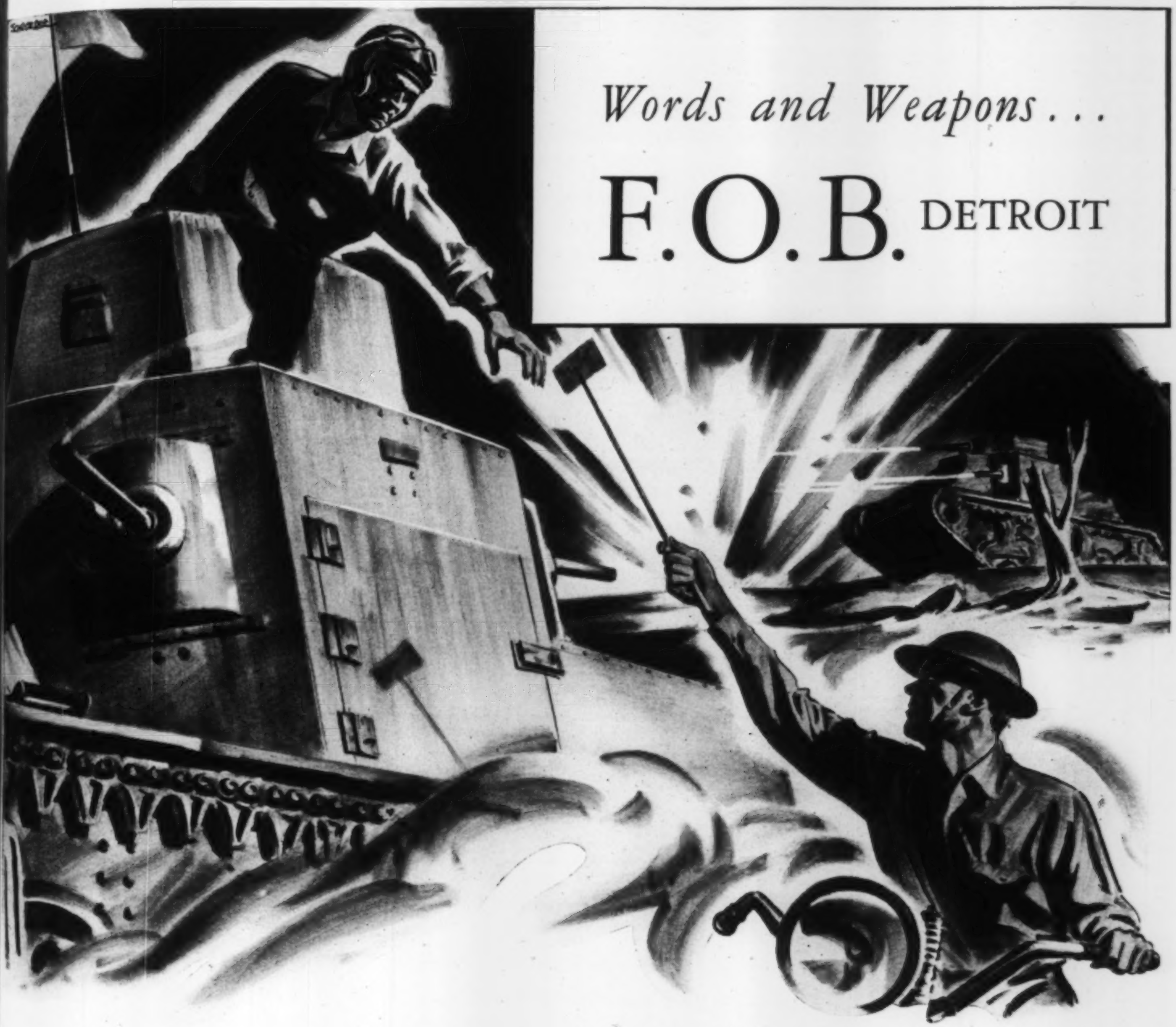

PS-ST! WANT TO BUY A BICYCLE?

You'll pedal farther and faster on KFAB. Its powerful selling influence is based on a strong framework of programs designed for farm men and women listeners. KFAB is "their" station. You *need* KFAB, to steer your products to greater sales throughout Nebraska and her neighboring states.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN



Words and Weapons . . .

F.O.B. DETROIT

Big things are happening in and around Detroit. Michigan fields, last year green with corn, have sprouted huge armament plants—one of them *the largest building in the world.* Production lines that carried fancy autos now roll off mighty fighting tanks. Massive bombers from a single factory soon will be completed *one every hour, day and night.*

These are facts which perk the ears of Mr. and Mrs. American Citizen as they listen to the radio program called *F.O.B. Detroit.* Originated every Saturday by WJR for 92 CBS stations, this broadcast is Detroit's report to the nation—an authentic account direct from the lips of those men who have converted the world's greatest automotive center into a mammoth Arsenal for Democracy.

There have been rumors that America cannot produce armaments fast enough to avert defeat, that Americans go into battle with empty hands. Radio can combat these Axis lies. Radio *does* combat them with word of weapons *F.O.B. Detroit.*

RADIO
IN SERVICE OF HOME AND NATION

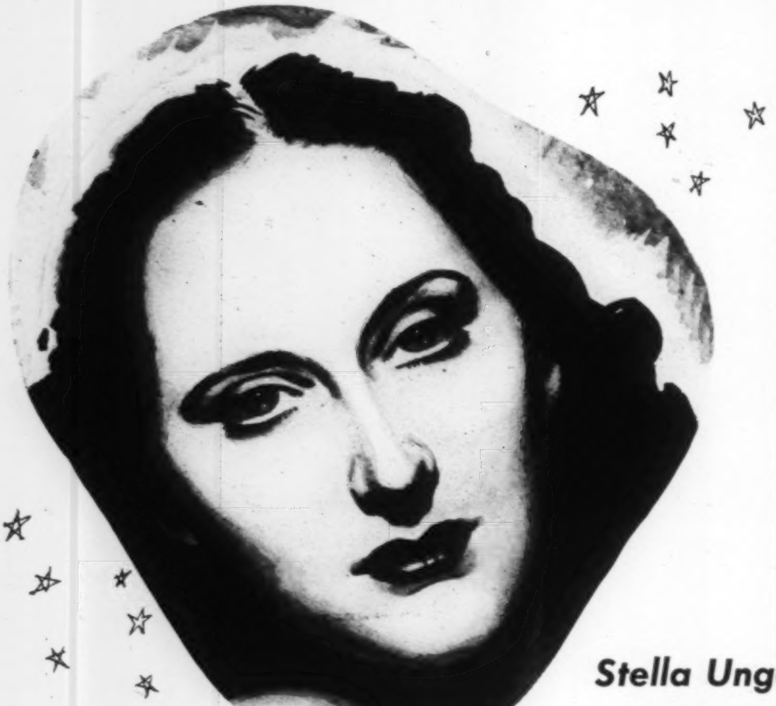
WJR
THE GOODWILL STATION
Detroit

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

If you sell to women...

HERE'S YOUR STAR SALESGIRL!



Stella Unger
presents...

"Let's Take a Look in Your Mirror"

It's a woman's world...if you sell food, home furnishings, drugs, cosmetics, apparel, beauty treatments or what-have-you! And it's a woman's *program* you need—if you're really going to *sell!*

Can you think of anything that fills the bill better than "Let's Take a Look in Your Mirror!"? Stella Unger keeps 'em listening ...with the same technique she used so effectively in "Hollywood Headliners"—the program sponsored by more than 100 sales-minded advertisers in 1941. (Still available, incidentally, in many markets...where it can be run in combination with "Let's Take a Look" or sold to another sponsor).

Every woman knows that the most effective *appeal* to women is the desire for personal charm. Every smart advertiser knows it. You know it. And *Stella* knows it, too! That's why her talks on how to discover the secrets of charm—how to find the keys to beauty, poise, self-confidence and happiness—keep women breathlessly *listening!*

The 156 five-minute programs in the series can be broadcast 3 to 6 times weekly. It's produced and recorded by NBC—headquarters for sales-building recorded shows. Write for presentation, rates and availability—*now*, while it's hot!

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D.C. • Sunset and Vine, Hollywood

And 5 more Tested Programs from
BROADCASTING HEADQUARTERS
For summer or year 'round schedules!

Betty and Bob

Outstanding dramatic p grams with name stars w are favorites of millions. F quarter-hours per week f 78 weeks! (Minimum co tract: 13 weeks)

The Face of the W

—as seen by SAM CUFF

Keen, timely, penetratin analysis of the stories behi war headlines. Three 5-mi utes per week. (Minimu contract: 13 weeks)

Who's News

Revealing, informal 5-m ute chats with Americ headline personalities in th arts, sciences, sports, bu ness, music, theatre, etc. programs. (Minimum co tract: 39)

Getting the Most Out of Life Today

with Dr. William L. Stidge

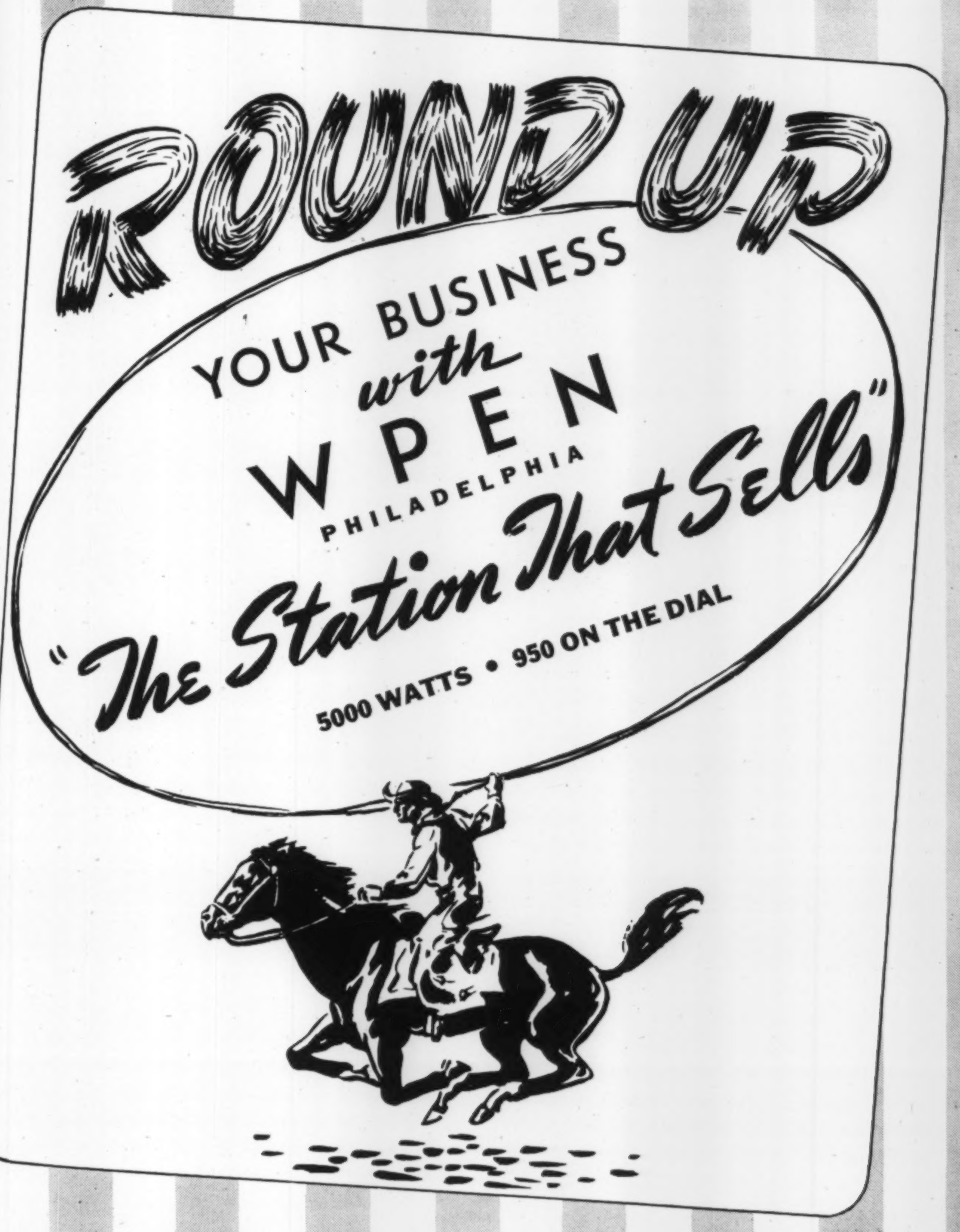
Forceful, down-to-ear philosophy every man an woman can understand an enjoy. 117 five-minute pr grams. (Min. contract: 3

Time Out

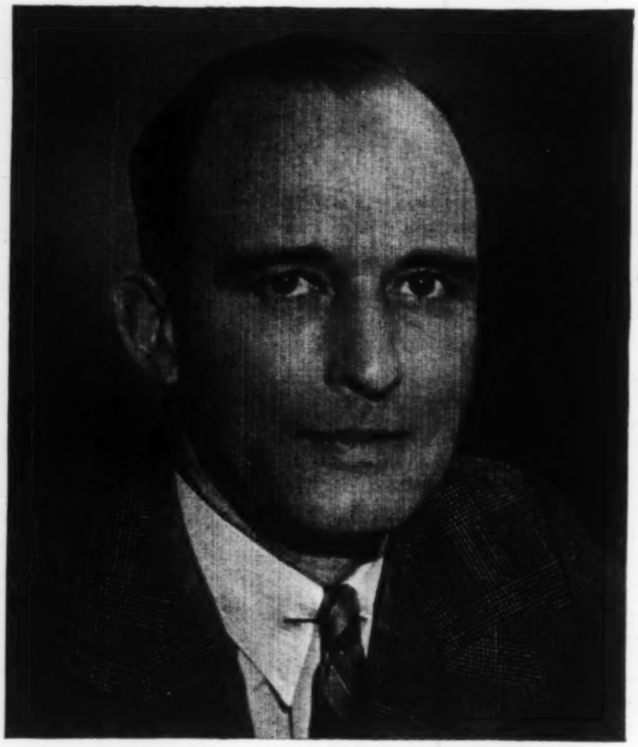
—with Ted Steele and Grace Albert

Bright, gay boy-and-gi songs and banter with inte ludes featuring "Nellie th Novachord." Twenty-si quarter-hour program (Min.contract: 13 program

Economical? Sure! NBC Recorded Program are priced to fit limited budgets. For exampl rates for the complete series of "Let's Take Look in Your Mirror" figure less than $1 pe program in El Paso, $1.68 per program i Syracuse, and $2.40 per program in Detro ... Investigate!


ROUND UP
YOUR BUSINESS
with
WPEN
PHILADELPHIA
"The Station That Sells"
5000 WATTS • 950 ON THE DIAL

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVIC



Four years, Princeton University
Six years, Stehli Silk Corporation (merchandising)
Three years, Secretary to President, Continental Can Company
Two years, G. M.-P. Murphy & Co.
Six years, Partner, Wainwright, Luce and Willets
One year, WCCO, Minneapolis
Free & Peters (New York Office) Since March, 1942.

Just look who's here!—

ROBERT BUECHNER!

Twenty years ago Robert Buechner graduated from Princeton and started work as a warehouse stock boy. Today after a highly successful career — which has included executive, merchandising, stock-brokering and radio experience — Bob Buechner has joined F&P because, to him, radio advertising is the most significant and exciting business in America.

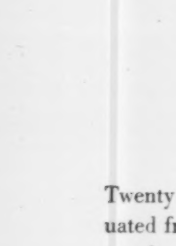
Give a mental flash-back over the entire group of Free & Peters men, and you'll quickly realize that Bob Buechner is fairly typical of them all. Not a single one has entered radio because his Uncle Oscar was in the business, or for any other reason of that sort. Every one of us has a successful background in some kind of general business, and came to radio because radio is the one and only thing we want to do for the rest of our lives.

Feeling that way about our work and our profession, we believe we do *a better job* than would otherwise be conceivably possible. For our customers, our stations, and ourselves. And that's the reason we think you'll like doing business with us, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer* Main 5667

BROADCASTING
and
Broadcast Advertising

ol. 22, No. 17 WASHINGTON, D. C., APRIL 27, 1942 $5.00 A YEAR—15c A COPY

Pooling of All Radio Equipment Discussed

Federal Officials Discuss Methods of Providing Maintenance Material

WITH THE LID clamped tight on all new or modified broadcast construction, including FM and video, because of the war's ever-growing appetite for critical materials, means are being evolved by Government war production units to keep the broadcast structure intact by making provision for maintenance and repair materials.

On the heels of the Defense Communications Board's mandate of April 16, recommending stoppage of all new or changed broadcast construction, the War Production Board last Friday accorded to radio communication, which includes broadcasting, an A-3 preference rating for replacement and repair as against the A-10 priority heretofore generally available.

Tube Bottleneck

This will place within reach of broadcasters certain critical materials, such as steel and some copper, but it will not break the transmitting tube bottleneck all down the line. Some tubes will be available, but not those in greatest demand, which are being absorbed by the Army and Navy as fast as they roll off the line.

There were increased indications of ultimate pooling of all broadcast and communications equipment in the hands of operators (including stations) and suppliers, toward alleviating conditions for maintaining station operation. Plans understood to have preliminary approval are being drafted for a "freezing" of all tubes and other equipment by order of WPB, providing an automatic inventory of available materials for eventual "allocation" where most needed, irrespective of present ownership.

WPB, under its broad war powers, can commandeer, restrict, allocate or shut down on materials or operations in the war interest. The tube situation is particularly critical. While there has been much opposition to a pooling plan, it is predicted such an expedient is in sight. Otherwise, acording to Government observers, stations without reserve supplies will be forced off the air.

A WPB freeze order may be expected "shortly", it was indicated in informed circles. It is presumed holders of communication devices, whatever their nature, would not be permitted to dispose, transfer or sell without approval of WPB.

Fill text of WPB order giving radio A-3 preference rating for maintenance, repair and operating supplies will be found on page 23.

A vacuum tube pool has been proposed several times by segments of the industry and has been the subject of much discussion at meetings of the Domestic Broadcasting Committee (No. IV) of DCB.

A preliminary inventory made by Committee IV, it is understood, indicated about a year's supply for the industry as a whole, but with many stations having no reserve whatever, while others had sufficient tubes to run them several years.

Meanwhile, action by both the FCC and the WPB on the DCB recommendation of April 16, stopping all new or changed construction, was expected momentarily. The FCC considered the language of a memorandum order at a meeting last Monday and again last Friday afternoon. WPB is expected to issue its order sometime this week.

FCC - DCB Chairman James Lawrence Fly said last Monday that he assumed stations having all materials and necessary authorizations on hand, who require no further priority assistance from the Government, would be allowed to complete construction. But those that have not acquired essential equipment more than likely will be stymied [BROADCASTING, April 20].

The maintenance and repair order (P-129) giving all radio an A-3 rating is regarded as a definite "break" for broadcasting, even though it will not immediately place most types of transmitting tubes within reach of stations [see text of order on page 23].

Leighton H. Peebles, chief of the WPB Communications Branch, pointed out that P-129 makes available an A-3 rating for deliveries to an operator or his supplier of materials essential for maintenance and repair and protection of service. The rating, however, cannot be used for plant expansion or improvement.

An operator cannot accept, under this order, delivery of materials, whether rated or not, until the dollar value of his inventory of materials has been reduced to a practicable minimum working inventory, which is fixed at 27½% of the dollar value of materials used by him for all purposes during 1940.

Use of rated materials is restricted in any calendar quarter to 110% of the aggregate dollar volume of such material used during the corresponding quarter of 1940. It was further explained that operators whose average value of inventory of material for the five calendar years prior to Jan. 1 did not exceed $10,000 are not subject to the inventory restriction but are bound by the restriction on use.

Telephone Ruling

Radio was accorded recognition in another WPB communications order last Friday, which drastically limits new telephone users. Broadcasting is listed among the preferred category of telephone users directly linked with the war effort, which are exempted from the restrictions concerning installation of new telephone facilities. It is listed along with Army, Navy, Marine Corps, Coast Guard and other vital services as among the preferred categories where physical installations of equipment are permitted. Public utilities, common carriers, pipe lines, press associations, newspapers, hospital clinics, and similar services are included along with broadcasting.

The new A-3 preference rating, according to WPB officials, will open up such tubes as may be "in the channels of distribution", but

Dozen Construction Projects May Beat WPB Freeze Rule

A DOZEN or so pending applications for improved broadcast facilities may get in under the wire before the recommended full-scale stoppage of all new or modified broadcast construction is invoked by the War Production Board and the FCC.

At a tense three-hour meeting last Friday afternoon proposals were debated, supported by Chairman James Lawrence Fly, that these applications be granted prior to adoption of the construction "blackout" for the duration. The Commission did not reach a decision and set another meeting for Saturday (April 25) at 11 a.m.

Material On Hand

The proposal, it is understood, was to grant these applications on the ground that all essential material already is in the hands of the applicants and therefore no new construction or procurement of critical material would be involved. In some quarters, however, such a move was regarded as one that would circumvent the spirit of the Defense Communications Board recommendation that the status quo be maintained for the duration.

All members of the Commission but T.A.M. Craven were present at the Friday meeting. He headed a delegation which made a goodwill trip to Canada last week and was due to return April 27.

Several of the applications being considered, it is understood, have Havana Treaty aspects and action is being urged lest desirable coverage in under-served areas be lost. In this connection, the situation in Cleveland was understood to be in the forefront.

Several petitions for reconsideration and grant of applications previously designated for hearing are understood to be included in the batch. All told there are pend-

(Continued on page 55)

the main line of tubes required by stations not available under A-3 can only be procured through special application to the Communications Branch. In effect, an A-1 rating is required.

This situation on replacement and repair parts under the A-3 rating varies with manufacturers and regions. There are so many variables involved, it was said, that no hard and fast list of materials which will be available generally under A-3 priorities can be given.

By and large, on certain important materials, the A-3 rating, as opposed to the A-10 priority, may mean delivery in three months instead of six months.

Delivery Date

WPB announced last Thursday that all applications for priority assistance which do not specify a required delivery date will hereafter be returned to the applicant. J. S. Knowlson, Director of Industry Operations, pointed out that priority regulation No. 1 as amended requires every applicant to specify the latest date on which the items in connection with which priority assistance is requested can be delivered to him to meet his contract obligations or production schedules.

Nevertheless, many applicants, especially those submitting individual applications on PD-1A forms, have been specifying "immediately" or "at once" instead of filling in a definite delivery date. Hereafter, Mr. Knowlson said, no such applications will be considered unless an exact delivery date has been filled in.

Manufacturers Convert To All-War Production; Few Extensions Granted

AT MIDNIGHT April 22, the major part of the country's radio set manufacturing industry was converted to war production. At the same time the War Production Board granted 25 smaller radio manufacturers permission to continue production of civilian radios from one to six weeks beyond the original deadline of midnight April 22 [BROADCASTING, March 9].

Already 30 of the 55 companies producing civilian radios have ceased producing civilian sets. According to the WPB at least six of the concerns stopped civilian production before March 1. RCA's plant at Camden representing more than 80% of the company's total production ceased civilian production on April 7. Stewart-Warner ceased its civilian radio production on March 31, according to the WPB. Philco has closed its two plants in Indiana and Ohio and two of its three plants in Philadelphia. It was given a few weeks longer to operate the third of its Philaphia plants to turn out sets for export.

In fact, officials said that the estimated 410,000 sets expected to be produced under the extension order will be reserved for export as requested by the Coordinator of Inter-American Affairs and the Lend-Lease Administrator.

PRESS BIKE of KOA, Denver, stands ready when tire and gas rationing forces the station's automobiles off the street. Here News Editor Stan Brown dons the KOA press tags and mounts for a trial spin through Denver streets.

Piano Lesson Spots

DAVE MINOR PUBLISHING Co., Chicago (play-by-ear piano course), has expanded present schedule of five-minute and quarter-hour transcribed programs on 50 stations with the addition of the following: WHO WLW WENR WJZ WSM KVI WDGY KMA WIBW KFAB KFBB. Agency is United Adv. Cos., Chicago.

Pope to Broadcast

ON THE 25th anniversary of his consecration as Bishop, May 13, Pope Pius XII will broadcast a message from the Vatican on NBC via RCA international facilities. The Pope's last worldwide broadcast was made Christmas Eve, 1941. It is understood that CBS and MBS will also carry the Vatican message.

SEVENTH anniversary of *Your Hit Parade* will be celebrated May 2. The popular song program is heard weekly on CBS under the sponsorship of American Tobacco Co., New York, for Lucky Strikes. Agency is Lord & Thomas, New York.

Senate Committee Makes Cut Of $312,460 From FCC Fund

Supports House Action by Refusing to Sanction Salary of Dr. Watson, FBMS Chief Analyst

SLASHING $312,460 from 1943 funds recommended for the FCC, the Senate Appropriations Committee which issued its report last Friday on the Independent Offices Appropriations Bill for the coming fiscal year, followed the almost unprecedented ruling of the House Committee which prohibited the use of appropriated funds of the Commission to pay the $5,600 per year salary of Dr. Goodwin Watson, chief analyst of the FCC's Foreign Broadcast Monitoring Service.

Dr. Watson, since his appointment late last year, has been under Congressional fire for alleged membership and activity in Communist-front organizations. During the Senate hearings on the bill, FCC Chairman James Lawrence Fly and Commissioner Clifford J. Durr testified on behalf of Dr. Watson under protracted questioning of Committee members. Senators McKellar (D-Tenn.), Bankhead (D-Ala.), and Doxey (D-Miss.) questioned Dr. Watson on his affiliations with alleged Communist front organizations, following the approach taken by members of the House Committee.

Cut in Travel Funds

Dr. Watson's salary was included in the $300,000 cut from the House-recommended $2,300,000 for FCC salaries and expenses. In addition the Senate also subtracted $12,460 from the FCC's estimated budget of $2,667,619 for national defense activities of the Commission, deducting this principally from the estimated bill for traveling expenses of FCC field representatives.

An estimated $23,600 for printing was not slashed, nor was the $836,979 allotted for FBMS, with the exception of the $5,600 salary of Dr. Watson.

Following approval of the Senate Feb. 17 of a supplemental appropriation of $587,195 for the FCC's expanding national defense operations, funds for the Commission's 1943 operations will be $5,343,464 in contrast to the original estimate of $5,655,924.

Defense Work Unaffected

Action of the Committee in cutting the funds indicates that only estimates for the normal operations of the FCC were considered excessive. The $300,000 deduction from salaries and expenses is not expected to affect the national defense activities of the Commission.

FCC Chairman Fly, who had been confronted during House Committee hearings on the Independent Offices Appropriation bill with "documentary evidence" purporting to establish Dr. Watson's Communist-front connections, took the initiative in his appearance before the Senate Committee by asking that the Dr. Watson matter be considered by the Committee before the other matters of appropriation were dealt with.

Mr. Fly reported at his appearance before the Committee that Commissioner Durr had prepared a lengthy report on attacks made

(*Continued on page 55*)

Building Orde Defined by WP

Construction Termed A Actual Structure Work

MOVING to clarify the recent Co servation Order L-41, the W Production Board has issued question and answer memora dum. Under this Order, any co struction contemplated in exc of $5,000 must first be approv by the WPB and the same appli for residential construction if t total estimated cost is in excess $500. Detailed effects of this ord on the radio industry were d scribed in BROADCASTING April 1

Some doubt existed about t definition of construction. Accor ing to the WPB memorandu "construction" is begun when so materials have been physically i corporated into the building itse Thus if a station owner or pr pective licensee has purchased a delivered material to the site excavation he has not begun co struction. Construction begins on when the material purchased h already been incorporated into t structure.

On the other hand, if the founda tion of a building was laid la fall and work was suspended f the winter, the WPB has state that the owner may resume co struction without authorization

If a builder has material o hand to construct a building an is unable to obtain authorizati the Government does not assum any responsibility for its dispos

WPB ORDER STOPS 349 OF 710 TUBE

PRODUCTION of 349 of the 71 types of radio tubes now on th market was discontinued by orde of the War Production Board effective April 24. WPB officia in taking this step explained th these 349 discontinued types re resent duplicate, obsolete an small-demand types of tubes.

In the elimination of duplica types, it was pointed out that o of each group of duplicate typ would be kept in production. Obsolete types and those in small demand will not be replaced. T meet this condition, WPB officia said that the radio tube industr is planning to familiarize deale with types of receiving tubes whi can be substituted for those pr hibited by the order.

Obsolete and small-sales categ ries represent approximately 41 of the total number of tubes pr duced, according to the WPB. Annual sales amounted to six tent of one percent of the total tub sales last year.

According to Robert C. Berne chief of the WPB's radio sectio this production reduction will r lease an estimated 156,000 ma hours and 80,000 machine hours

Unaffected by the order are defense and lend-lease needs.

STERLING INSURANCE Co large user of radio, has appointed E H. Brown Adv. Agency to handle i advertising.

"DON'T IOWA PEOPLE EVER GO TO BED?"

● By cracky, a lot of you big-city fellers seem to think that all us "Ioway" people eat dinner at five o'clock, and go to bed by eight—and that our radios must therefore certainly be off by 10 p.m. But 'taint true! And here's *proof!*

A couple of months ago a big New York firm gave us an order for forty-five 5-minute spots—five times weekly for nine weeks—at a total cost of $1530.

Our job was to pull direct sales, at a dollar a throw, and we knew that a sales cost of 50 cents per sale was O.K.

At the end of the ninth week, WHO had actually pulled 17,164 orders, at a cost of *11 cents per sale*. So everybody was happy, to say the least.

Now *you* guess at what time these 5-minute spots were aired. Twelve noon? *No!* Early morning? *No!* Early evening? *No!! They were broadcast on a floating basis, between 10:35 p.m. and midnight!*

Well, we guess that's enough said. Any of you city boys feel like "making a night of it", sometime soon? Write for availabilities—or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

ANPA Canvasses U. S. Paid Advertising

Private Ad Budgets Reveal Decline, ANA Finds

DEVOTING themselves primarily to the problems of wartime publishing, the more than 600 publishers attending the 56th annual meeting of the American Newspaper Publishers Assn. at the Waldorf-Astoria, New York, April 21-23, omitted any discussion of radio from their agenda.

Attitude expressed by organization leaders was that the problems of publisher-broadcasters among the ANPA members were being handled by the Newspaper Radio Committee, whose Tuesday afternoon meeting at the same hotel was attended by 126 publishers with newspaper interests [see separate story on page 18].

Court Victory

In his annual report, ANPA President Walter M. Dear, *Jersey City Jersey Journal*, stated:

"At the request of the Newspaper Radio Committee, representing many of our members, your board instructed counsel to oppose the attempt of the FCC to classify, and thus inferentially to stigmatize newspapers applying for radio licenses. In a sweeping conclusion, the U. S. Circuit Court of Appeals for the District of Columbia decisively settled the matter in favor of the newspapers."

Convention adopted a recommendation that "publishers should take every step available, not only to conserve newsprint paper, but to conserve gasoline, oil, tires, trucks, and all other materials and equipment that have to do with the production and distribution of newspapers, and the conservation of which is essential to the war effort."

Condemn Undue Pressure

The publishers unanimously endorsed a resolution condemning "efforts by newspaper salesmen to induce distributors or retailers to exert undue pressure upon an advertiser to switch, split or extend an advertising schedule, particularly when such presssure includes the intimation that the advertiser's product may be discontinued if the request is denied, [and] time-wasting appeals to officials in the advertiser's company who are not connected with the administration of advertising."

This resolution followed the denunciation of such "me too" selling in the annual report of the ANPA Bureau of Advertising, whose chairman, Frank E. Tripp, Gannett Newspapers, told the convention that "plenty of newspapers are being turned down cold more and more every day because important advertisers are afraid to use newspapers.

"These advertisers say," he continued, "that when they try to advertise in newspapers the way they wish, to the extent they think wise and in the places they want, life immediately becomes not worth living and what's worse, sometimes they suffer direct sales loss because of varied forms of interference."

ANA Survey

This kind of selling was also decried by Paul B. West, president of the Assn. of National Advertisers, who told the publishers it "has caused serious resentment among national advertisers". Mr. West also reported on the response of ANA members to a letter asking about their advertising expenditures for the coming year.

Of the companies answering, he said, 37% plan to spend for all advertising the same as they did last year; 40% will spend less; 19% will spend more, while 4% are undecided.

"These figures," he said, "were gathered during the last ten days. They indicate some decided, though natural shifts, from last September when we made a similar survey. At that time, 62% of the responding companies reported no change in advertising appropriation plans (compared with 37% now), 18% were increasing expenditures (compared with 19% now), 18% were decreasing (compared with 40% now), and 2% were then undecided on expenditure policy (compared with 4% now). The major shift since eight months ago, you will note, has been by those companies which have switched from unchanged to decreased appropriations.

"You may be interested in the industry line-up here. On the darker side of the picture, 88% of the companies in the automotive and automotive supply field are reducing current expenditures, several of them by 50%. Manufacturers of household appliances, and of office equipment and supplies are cutting advertising by 57% and 67% respectively. But 80% of our members in the beverage industry anticipate increased advertising expenditures, ranging from a 'slight' increase to 100%. Of 28 companies selling to the grocery field, 18% are planning expanded appropriations and 50% anticipate expenditures approximating last year's, as do 50% of the drug companies."

U. S. Advertising

Question of the use of paid advertising by the Government to promote the war program was discussed by a number of convention speakers, but the convention took no action on this subject. On the opening day, Frank S. Hoy, *Lewiston* (Me.) *Sun & Journal*, chairman of the session devoted to problems of newspapers of less than 50,000 circulation, criticized the flood of "wasteful and silly publicity stories emanating from Army and Naval services and from innumerable Government bureaus" and declared that "the most intelligent use of newspaper space can be made through paid advertising by the Government prepared by the advertising agencies of this country that know how to do the job."

President Dear cited the experiences of the British and Canadian Governments with paid advertising and continued:

"It has been suggested that real effort to induce payment for Government advertising would indicate a deficient patriotism and a failure to subordinate personal interest to the national interest. The fallacy of that objection seems obvious. Advertising is professional in its skill and execution; and the equipment for newspaper advertising represents, in addition, very substantial industrial and business investment, including extensive employment of skilled labor and large consumption of commodity goods.

"These considerations should of themselves be enough to place the principle upon which Government advertising should be paid for, on a moral and rational par with that upon which other government services and goods are paid for. There is no reason to doubt that the experience and the technique of those whose established business is advertising, would be as effective in the disposition of Government wartime bonds as it is in all other fields."

Opposes 'Subsidy'

Quoting the resolution on Government advertising which the ANPA had debated and rejected at their meeting the previous week, Mr. Tripp said the Bureau of Advertising was also opposed to any Government subsidy of the press or to "any action which might be construed as an effort to bring pressure upon the Government to buy advertising space in the newspapers of the nation" but added to the ASNE proposal the words "as distinguished from honorable and orderly presentation to Government of the advantages of advertising".

He pointed out, however, that if the pressure tactics which commercial advertisers have found objectionable were used on the Government, it "would duck for cover quicker than it fled from Bundles for Congress" and that "if we have any chance at all to get Government advertising it must be on a sound selling basis and it must be in conjunction with recognition of other mediums."

The Wednesday afternoon session at which Mr. Tripp and Mr. West spoke was held under the auspices

(*Continued on page 51*)

COMPLETELY DESTROYED by fire recently was WGBR, Goldsboro, N. C., 250 watts on 1400 kc. Because the station was located on the edge of town, firemen were unable to get water to extinguish the blaze, which started in a workshop, and the entire station and its contents were gutted. WGBR is being rebuilt, with transmitter at the same site but new studios downtown, and expects to be back on the air in early May.

W. M. Dear Is Re-elected To Presidency of ANPA

WALTER M. DEAR, *Jersey City Jersey Journal*, was reelected president of the ANPA for another year in accordance with the organization's practice. Other officers were also reelected, as were five directors whose two-year terms expired this year. William F. Schmick, *Baltimore Sun*, was elected as a director for a one-year term to fill the vacancy left by the retirement of Jerome T. Barnum, *Syracuse Post-Standard*.

Full board includes: Mr. Dear, president; Linwood I. Noyes, *Ironwood* (Mich.) *Daily Globe*, vice-president; Norman Chandler, *Los Angeles Times*, secretary; Wm. G. Chandler, Scripps-Howard Newspapers (WNOX WCPO WMC WMPS), treasurer; George C. Biggers, *Atlanta Journal* (WSB); Howard Davis, *New York Herald Tribune;* Ted Dealey, *Dallas Morning News* (WFAA KGKO); David W. Howe, *Burlington* (Vt.) *Free Press;* F. I. Ker, *Hamilton* (Ont.) *Spectator;* W. E. Macfarlane, *Chicago Tribune* (WGN); John S. McCarrens, *Cleveland Plain Dealer* (WHK WCLE WHKC WKBN); Mr. Schmick; J. L. Stackhouse, *Easton* (Pa.) *Express;* S. R. Winch, *Portland* (Ore.) *Journal* (KALE KOIN).

MORNING
'NOON & NIGHT

We've got the town by the EARS!

MORE *NEWS* ON WCAE

than any other Pittsburgh station

39% MORE NEWS THAN #2 STATION
82% MORE NEWS THAN #3 STATION
84% MORE NEWS THAN #4 STATION
87% MORE NEWS THAN #5 STATION

And more time devoted to nationally famous network commentators than all other Pittsburgh stations combined.

INTEREST
COVERAGE
RESULTS
} **WCAE**
PITTSBURGH

THE KATZ AGENCY
NEW YORK—CHICAGO—DETROIT—ATLANTA
KANSAS CITY—DALLAS—SAN FRANCISCO

5000 WATTS
1250 K. C.

MUTUAL BROADCASTING SYSTEM

Miller's Invitation To Address NAB Is Declined by Fly

But Says He May Be in Cleveland During the Convention

FCC CHAIRMAN James Lawrence Fly may be in Cleveland during the NAB convention May 11-14, but he won't address the assemblage. The chairman last week advised NAB President Neville Miller that "circumstances will not permit me to take part in the work of the convention".

President Miller had extended to the chairman an invitation to address the convention or a luncheon session "upon a subject of your choice". After being advised that Mr. Fly would not participate, Mr. Miller last Thursday extended to the Chairman a "cordial invitation to be with us for the entire convention, or any part which your duties will permit", even though he would not be able to speak.

Last Year's Tempest

Whether Mr. Fly's refusal to adress the convention, which will highlight "Radio and the War", harked back to his experience at the NAB convention in St. Louis last year was not indicated. The St. Louis episode, which resulted in a fiery denunciation of the NAB and its president by Mr. Fly, precipitated internal discord in the association which still has not entirely healed. A number of stations resigned from the NAB, notably prominent affiliates of MBS, and practically since then Chairman Fly has refused to recognized the NAB as representative of the entire industry.

Mr. Miller, after being notified by Mr. Fly that circumstances would not permit him to take part in the work of the convention, wrote the chairman last Thursday as follows:

"I greatly regret that you will not be able to speak at the NAB convention, as I am sure all of us would like very much to hear you. If later you find it possible to attend the convention, I hope that you will come, and I want to extend to you a most cordial invitation to be with us for the entire convention, or any part which your duties will permit."

"On Sunday night, May 10, at 7 o'clock at the Statler Hotel, we are having an informal supper and are inviting the speakers and other distinguished guests to have supper with the Board of Directors. I want to extend to you a cordial invitation to be our guest. The affair will be entirely informal, and should break up around 9 o'clock."

SIXTEENTH season of the Columbia Broadcasting Symphony began April 26 on CBS. CBS Orchestra programs, which are broadcast during the spring and summer of each year, will feature music of the countries now held captive by the Nazis.

LIFETIME PASS of gold, good for admission to the *Grand Ole Opry*, presented by Harry Stone, manager of WSM, Nashville, to Richard Marvin, radio director of William Esty & Co. Others (l to r): George Dewey Hay, the solemn old judge of the *Opry;* Ford Rush, singing high sheriff; Roy Acuff, Oswald; Marvin, and Stone.

Agency and Advertiser Representatives Especially Welcome at NAB Convention

REPRESENTATIVES of agencies and advertisers will be particularly welcome at the annual convention of the NAB this year, to be held in Cleveland at the Statler Hotel May 11-14, President Neville Miller announced last Thursday.

Citing the impossibility of sending personal invitations to all in those categories, Mr. Miller declared that he hoped "every advertiser and advertising agency will have at least one participant at Cleveland to help us work out the crucial wartime problems and grasp the unprecedented opportunities for greater national service that the war has presented."

Sales Problems

Built around a general war theme, with top executives of Government and business on the speakers' list, the convention also will devote an unusual amount of time to sales and advertising problems.

A three-day program arranged by the Sales Managers Division of the NAB includes a special session on advertising agency problems, another devoted to national sales representatives, a department store clinic, and grass-roots attacks on present and anticipated problems. Speakers in this division are Dr. Miller McClintock of The Advertising Council, Arthur Horrocks of the Goodyear Tire & Rubber Co., Gene Flack of Loose-Wiles Biscuit Co., Dr. Harry Dean Wolfe of Kent State U, and others.

Eugene Carr, assistant manager of WGAR, Cleveland, and chairman of the NAB Sales Managers Division, seconded Mr. Miller's invitation and stated that a special headquarters room will be set aside for the use of agency and advertising representatives.

"Now, as never before, radio has much to offer the business men of this nation, and now, as never before, we need the advice and assistance of those engaged in advertising," he said. Mr. Carr pointed out that room reservations may be secured by writing the NAB Housing Committee, 1603 Terminal Tower, Cleveland.

NO CANCELLATIONS!

Oakland Ad Club Promotes War Advertising

SECOND mailing piece in the series of six being distributed by the Advertising Club of Oakland's Advertisers Advisory Council to several thousand local advertisers has been released by that organization.

The entire series is aimed to curtail illogical cancellation of advertising programs and to point out sound copy themes under current wartime conditions. The first two pieces have been primarily for retail advertisers with pieces having an industrial-advertiser slant.

This second brochure carries on the theme of the first, "Where will your business be after the war?" Copy shows that some 40,000 new workers representing 128,000 new consumers are expected in the metropolitan Oakland area to expand war industries. Valued at about $280,000 in new business, the folder stresses that local firms must advertise to garner their share.

Complete expenses of the project are shared by local members of the advertising and allied businesses.

P & G Renewal

THE LIVE musical spot campaign of singing announcements by Irene Beasley on NBC and CBS has been renewed by Procter & Gamble, Cincinnati, for Ivory Flakes for 13 weeks, thru Compton Adv., New York. Miss Beasley's live spots precede *Vic and Sade*, at 1:30 p.m. on CBS, and *Pepper Young's Family* at 3:45 p.m. on NBC. In addition to daily spots on the networks, the renewed contract calls for a series of recorded musical announcements for distribution among independent stations.

Vimms on 50

LEVER BROS. CO., Cambridge, this month has added 11 stations to the list of 39 now carrying one-minute transcribed daytime announcements and evening chain breaks for its Vimms vitamin product, making a total of 50 stations throughout the country BBDO, New York, handles the account.

CLARK TO NAVY ON RADIO DU

RALPH L. CLARK, who a y
ago May 1 formed a partner
with Andrew D. Ring in Washi
ton consulting engineering pract
withdrew last week from the firm of Ring & Clark to do radio work with the Navy Bureau of Aeronautics. He is at present working in a civilian capacity but will shortly be commissioned a lieutenant, senior grade.

Mr. Cl

The firm will continue under t
same name, headed by Mr. R
and it is working on some war c
tracts. Mr. Ring also is secreta
of the domestic broadcasting co
mittee of the Defense Communi
tions Board. Other members of t
staff are Harold Rothrock, Ch
Bond and Harry Woodward.

Mr. Ring, former assistant F
chief engineer in charge of broa
casting, and Mr. Clark, former se
ior engineer of FCC, both resign
last year to form their consulti
firm. Mr. Clark is a 1930 gradu
of Michigan State College. H
served with the inspection fo
of the Department of Commer
radio division, joining the old Ra
Commission in 1932 and remaini
when it was changed to the FC

Sweets Co. Stays

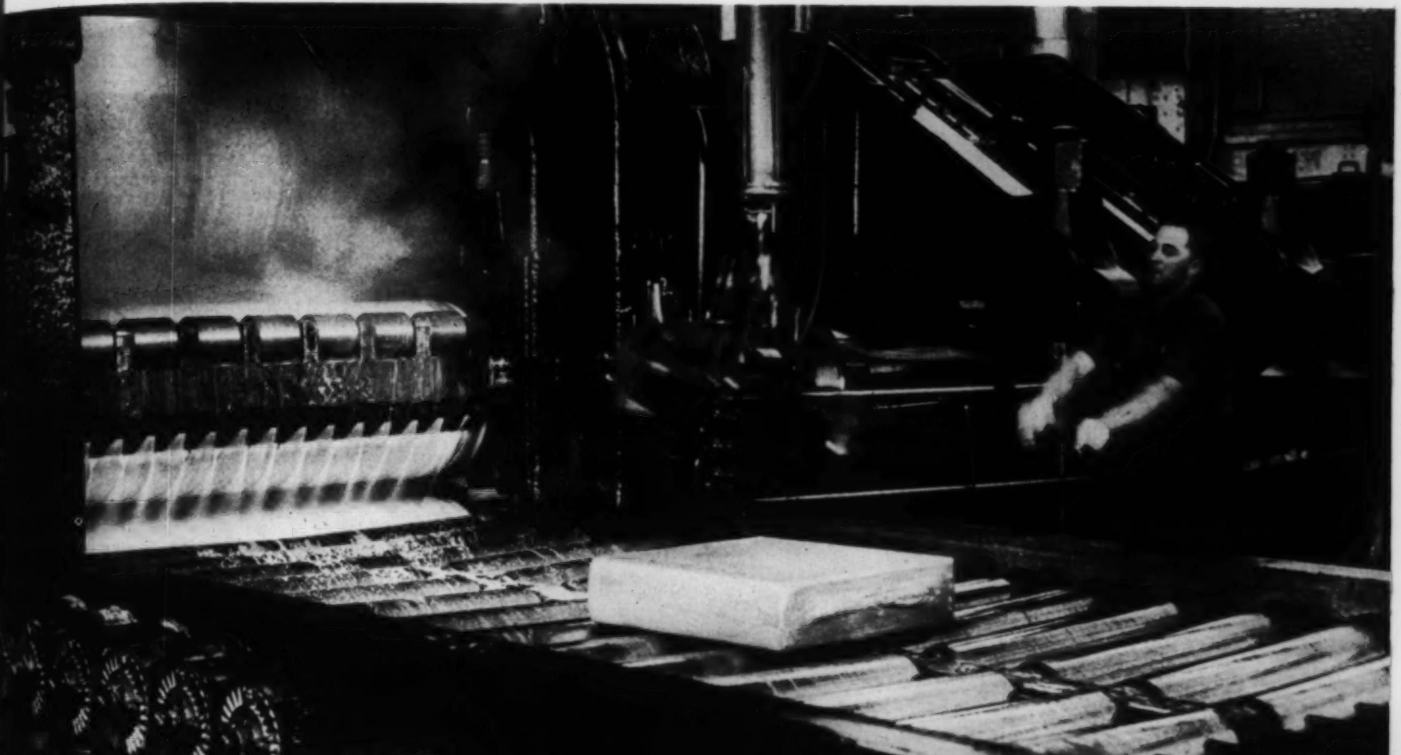
DESPITE the difficulties in filli
orders and making deliveries to al
dealers handling Tootsie Rol
Sweets Co. of America, Hoboken
N. J., has notified its dealers that
it plans to continue its radio ad-
vertising for the candy product as
well as advertising in other media
throughout the war. Although the
sugar rationing may curtail pro-
duction, the company feels that
the name should be kept before the
public eye with a long range view
to post-war business. Tootsie Rolls
are currently promoted with 15
spot announcements weekly on sta-
tions WOR WJZ WBBM WJR
CKLW WGAR WCAU WFIL
WEEI WCAE KQV WHAM
WFAA. Agency is Biow Co., New
York.

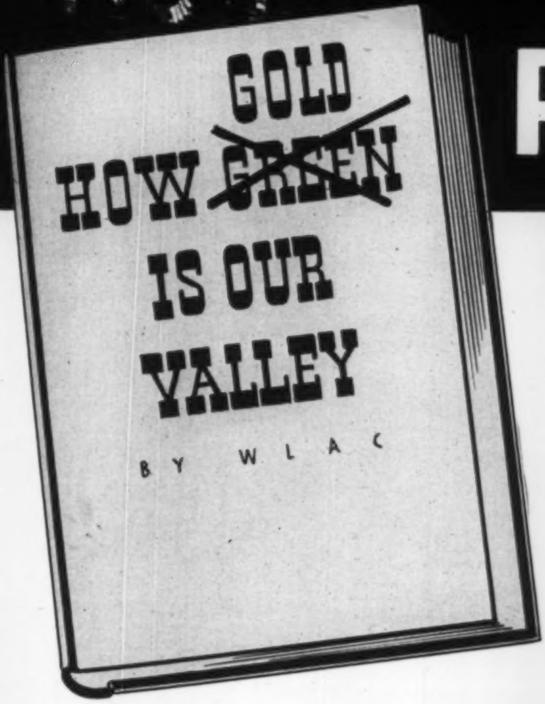
Van Camp's Dry Pack

VAN CAMP'S, Indianapolis, one of the largest canners in the country, has entered the dry packaging field with a new product, a macaroni called Tenderoni. The product will be advertised in 50 test markets with one-minute transcribed singing spot announcements and participations on women's programs. National weeklies and local newspapers will also be used. Calkins & Holden, New York, is agency.

Soretone Spots

McKESSON & ROBBINS, Bridgeport, Conn., on May 4 will start its first radio campaign for Soretone Rubbing Liniment, using one-minute transcribed announcements, five to 10 times weekly on 18 stations for a 20-week period. Agency is J. D. Tarcher & Co., New York.




HOW ~~GREEN~~ GOLD IS OUR VALLEY
BY WLAC

POWER –
where Power counts most!

The rich Tennessee Valley, soon to be covered by WLAC's 50,000 watts, is an industrial area of national importance. One-half billion dollars worth of mighty dams supply more than a million kilowatts of cheap TVA Power to this section's rapidly expanding industries.

Here is a scene depicting the actual manufacture of aluminum in a Tennessee Valley aluminum plant.

•

J. T. WARD, Owner
F. C. SOWELL, Manager
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES
NASHVILLE'S CBS OUTLET • UP NEWS

WLAC
NASHVILLE, TENN.
Going Soon to **50,000 WATTS**
THE STATION OF THE GREAT TENNESSEE VALLEY

Australian Forces Will Speak to U. S.

Red Cross Arranges a Daily Program for Families

BRINGING the AEF in Australia just a little closer to home by radio is a current plan of the American Red Cross. Beginning May 1, in cooperation with the Army and the Australian Broadcast Commission, the Red Cross will conduct a daily 10-minute shortwave program featuring soldiers by localities.

By producing programs with boys from the same geographical area the Red Cross may facilitate its plans for transmission to the families concerned. Since reception is not good at all times the Red Cross has hired NBC to transcribe these daily programs. As fast as they can be turned out the transcriptions will be airmailed to stations in the region for rebroadcast to the interested families.

To Present to Families

After the broadcast the transcriptions will be returned to the Red Cross and individual recordings of each soldier's voice will be made and presented to each family for a keepsake.

According to the Red Cross this plan will continue for the duration and there is a possibility that it will be extended to other foreign bases. Stations may obtain these discs at a nominal cost from the American Red Cross in Washington.

To alleviate the morale problem in service families the Red Cross will shortly operate 13 mobile recording units to record messages from soldiers dispersed throughout the country. Individual recordings on paper records will be made and sent to each soldier's family.

Griesedieck Spots

GRIESEDIECK BROS. Brewing Co., St. Louis (beer), has placed a varied schedule of nine-word transcribed announcements in St. Louis on KMOX, KSD, KWK, KXOK, WEW, WIL. Plans for expansion of the campaign in Missouri, Southern Illinois, and Oklahoma are said to be under way. Ruthrauff & Ryan, Chicago, is agency.

Communications Industry Gets Fourth Place in Draft Ranking

COMMUNICATIONS (including broadcasting) has been placed fourth on the list of seven most important occupations on which Brig. Gen. Lewis B. Hershey, National Selective Service Director, feels deferments should be based. The list was issued by the Selective Service chief at a convention of the Arkansas Junior Chamber of Commerce and, in order, included munitions production, food production, transportation, communications, health, maintenance of each and "to some degree" education.

Brig. Gen. Hershey said that "these supporting agencies to war maintenance are necessary, but to what degree will depend on development of the war". He added that "we think society has to have all these things and we hope we don't have to do without them—but we may."

At Selective Service Headquarters in Washington, however, it was said that Brig. Gen. Hershey's statement was not to be considered as official policy of the organization and that no memoranda had been sent to local boards following the statement. It was indicated that the statement should be considered only as a personal observation of Brig. Gen. Hershey. It was indicated also that no memoranda would be sent to local boards setting up "vital" occupations for special consideration and it was pointed out that at the Arkansas convention Brig. Gen. Hershey had added that "the local draft board has the job of seeing if each man is in the place where he can best serve."

UNIVERSITY SPONSOR

Bucknell One-Time Shot Tells Of War Adjustment

AS A ONE-TIME experiment to tell how it is helping the war effort, Bucknell U, Lewisburg, Pa., presented a half-hour program April 26 on WOR, New York, with faculty members and students enacting various phases of the university's innovations.

To accelerate the completion of courses, spring and summer vacations have been cancelled, and Bucknell has introduced semi-military courses, and non-credit courses in civilian defense and first aid. Agency handling the radio advertising is Edward L. Wertheim Adv. Agency, New York.

WOR-MBS Operas

AMERICAN OPERAS, composed, written and sung by Americans, will be presented in a series to be launched on MBS by WOR, New York, May 7, under the direction of Alfred Wallenstein, WOR musical director, who received the George Foster Peabody Award. *First American Opera Festival* will be aired in cooperation with the U. S. Treasury to aid the sale of War Savings Bonds. Six of the operas to be heard have never been broadcast, and one is a world premiere.

THRIVO DRY PACK RETURNS TO BLUE

ANOTHER example of the successful solution of a wartime problem developed last week when Thrivo Dog Food, now in the form of a dry mix, returned to the BLUE network April 26 as the sponsor of *Olivio Santoro*, Sundays, 5:15-5:30 p.m.

Affected by the tin shortage and resultant packaging problems and priorities on food products, Modern Food Process Co., Philadelphia, manufacturer of Thrivo, went off the BLUE Feb. 8 as the sponsor of the *Moylan Sisters*. That program was immediately taken over by Hecker Products Corp., New York, for H-O oats.

Having solved its difficulties by converting Thrivo to a dry mix packaged in cardboard, Modern Food can resume its radio campaign. Sponsor of *Olivio Santoro* since Feb. 8 has been F. G. Vogt & Sons, Philadelphia, for Scrapple, forced to discontinue the program April 12 because of the tin shortage. Agency for all these accounts is Clements Co., Philadelphia.

RICHARD G. PATTERSON Jr. chairman, of the New York War Savings staff and former executive vice-president of NBC, will receive the annual distinguished service award of the New York Young Democratic Club Inc. at a testimonial dinner May 18 at the Hotel Astor.

Rise in Network Billings Noted in First Quarter

COUNTERING trends in other media, network radio billings were up for the first quarter of 1942 as compared with the like period of a year ago. Although no figures have been released by any network except MBS, whose first quarter time sales topped those of 1941 by more than 100%, BROADCASTING has learned from reliable sources that BLUE billings are up approximately 20%, NBC billings up about 10% and CBS billings up about 5% over last year. Since CBS and NBC billings are far larger in dollar volume than those of the BLUE and Mutual, the overall increase can probably be safely estimated at about 8% for the period.

'Abie' Renewed for Year

WITH A RATING of 18 from the Cooperative Analysis of Broadcasting after 12 weeks on the air, *Abie's Irish Rose*, NBC program sponsored by Procter & Gamble Co., Cincinnati, for Drene and Teel, has received a contract for one year, beginning Sept. 5. The program, which broke all opening Crossley records for half-hour dramas since Jan. 1, 1941, goes off the air for nine weeks, June 27, with the completion of a recently extended contract of six weeks. H. W. Kastor & Sons, Chicago, is the agency.

New Telephone Show

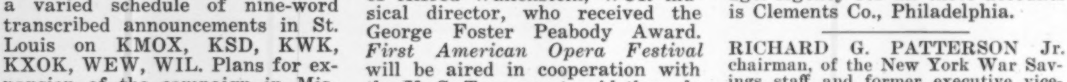
WITH THE START of its third year on the air, the NBC *Telephone Hour*, sponsored by Bell Telephone System on April 27 inaugurates a new feature *Great Artist Series*, presenting radio, concert and opera stars as guests. First star will be Jascha Heifetz, the violinist, followed by such stars as Grace Moore, Jose Iturbi, Lawrence Tibbett, Lily Pons and John Charles Thomas. Background stories and scenes concerning the lives of the artists also will be presented by Floyd Mack. Agency is N. W. Ayer & Son, New York.

New Old Gold Show

WITH the shift from the BLUE to CBS April 29, *The New Old Gold Show*, sponsored by P. Lorillard Co., New York, will have an entirely new cast headed by Nelson Eddy, radio and screen singer, with music by Robert Armbruster's orchestra. Present cast of the show features Herbert Marshall, Bert Wheeler, Hank Ladd and the Merry Macs. On CBS, the series will be heard Wednesdays, 8-8:30 p.m. Agency is J. Walter Thompson Co., New York.

Funds for Censorship

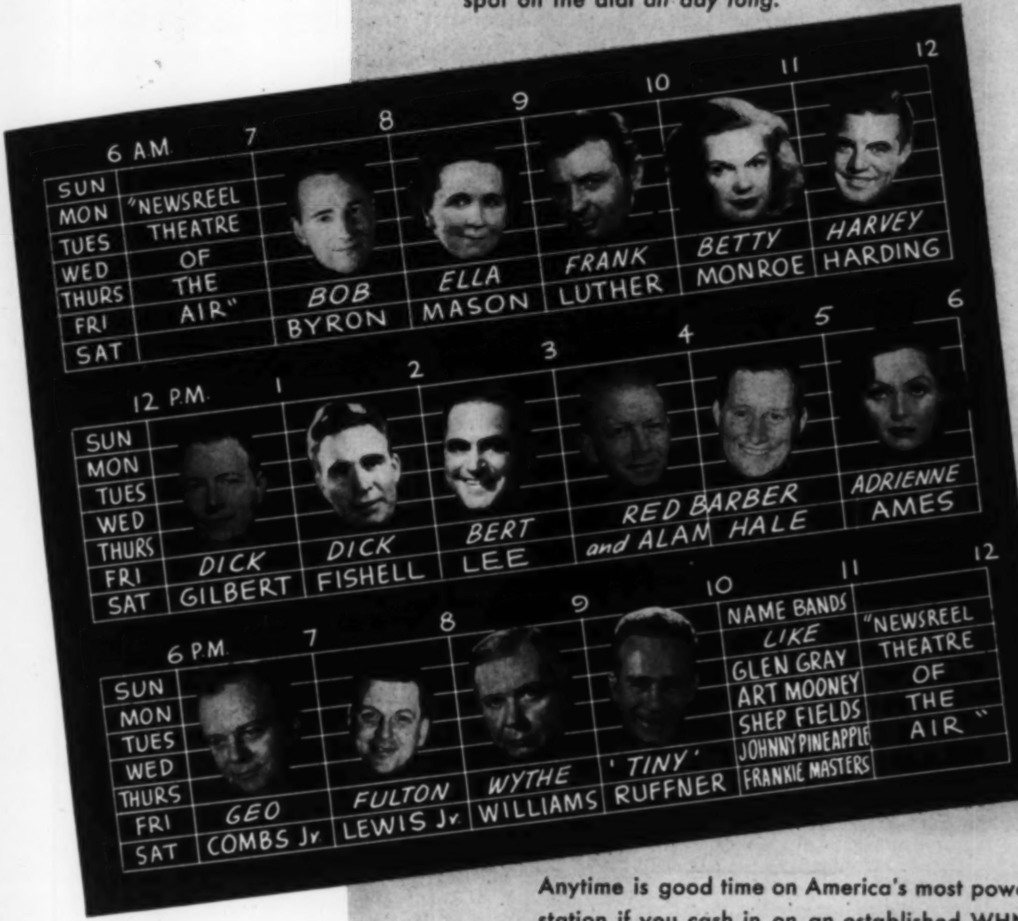
TO FINANCE the Office of Censorship from December 1941 through June 1942, President Roosevelt on April 21 asked Congress for a $7,500,000 appropriation. In his message to Speaker Rayburn, the President noted that when the censorship agency was established $6,100,000 was allocated to finance its operation from the President's emergency fund and said that much of the requested appropriation would be used to reimburse the emergency fund.



ST. LOUIS STATION EXECUTIVES tendered an informal farewell luncheon to Rev. Wallace Burk, S.J., director of WEW, the St. Louis University's commercially-operated station, who has retired from radio due to ill health and has left for Augusta, Ga., to take over the assistant pastorship of a parish there. They are (l to r): George M. Burbach, managing director of KSD; Father Burk; Merle S. Jones, general manager of KMOX; Clarence Cosby, commercial manager of KXOK; Nicholas Pagliara, manager of WEW who succeeds Father Burk; Arthur Casey, public relations, KMOX; Robert T. Convey, president, KWK.

personalities THAT WIN FRIENDS and INFLUENCE SALES!

A winning personality attracts attention over the air just as it does anywhere else. • WHN has a whole schedule-full of personalities—like those shown here—attracting plenty of attention to the **1050** spot on the dial *all day long.*



	6 A.M.	7	8	9	10	11	12
SUN MON TUES WED THURS FRI SAT	"NEWSREEL THEATRE OF THE AIR"	BOB BYRON	ELLA MASON	FRANK LUTHER	BETTY MONROE	HARVEY HARDING	

	12 P.M.	1	2	3	4	5	6
SUN MON TUES WED THURS FRI SAT	DICK GILBERT	DICK FISHELL	BERT LEE	RED BARBER and ALAN HALE		ADRIENNE AMES	

	6 P.M.	7	8	9	10	11	12
SUN MON TUES WED THURS FRI SAT	GEO COMBS Jr.	FULTON LEWIS Jr.	WYTHE WILLIAMS	'TINY' RUFFNER	NAME BANDS LIKE GLEN GRAY ART MOONEY SHEP FIELDS JOHNNY PINEAPPLE FRANKIE MASTERS	"NEWSREEL THEATRE OF THE AIR"	

Anytime is good time on America's most powerful independent station if you cash in on an established WHN personality. Let us tell you about sure-fire programs and talent now available.

WHN **50,000 WATTS · 1050 CLEAR CHANNEL**

NEW YORK · 1540 Broadway · Bryant 9-7800
Chicago Office · 360 N. Michigan · Randolph 5254

Press-Radio Group Continues to Fight

Will Make Appearance At Sanders Probe; Funds Provided

DECISION to continue the Newspaper-Radio Committee for as long as may be necessary, and to make an appearance before the House Interstate & Foreign Commerce Committee in opposition to regulatory moves discriminating against newspaper ownership of stations, was reached by 126 publisher-broadcasters who attended an NRC meeting at the Waldorf-Astoria, New York, last Tuesday evening.

The committee, formed a year ago, decided to continue operation for as long as may be necessary to accomplish its goal of protecting the rights of newspaper publishers holding radio interests and at least until the next meeting of the full group.

Funds Authorized

Originally set for Monday afternoon, the session was twice postponed to avoid conflict with the meeting of the Associated Press members in the same hotel, and convened shortly after 5 p.m. on Tuesday. The group unanimously endorsed the work of its steering committee, headed by Harold V. Hough, of the *Fort Worth Star-Telegram*, operating WBAP and co-owner of KGKO, and requested the committee to continue in office. The committee was authorized to draw upon the entire membership for whatever adidtional funds are necessary to carry on operations.

In authorizing the steering committee to make a presentation on behalf of newspaper station owners before the House Committee considering the Sanders Bill (HR5497), the group took cognizance of the avid interest in this issue displayed by Committee members at the outset of the hearings April 14-16 [BROADCASTING, April 20]. The hearings resume May 5 and it is expected the group will seek an early appearance, probably through Chairman Hough.

The steering committee was empowered to elect two new members to replace Tennant Bryan, *Richmond News Leader* (WRNL), now on active duty in the Navy, and Nelson Poynter, *St. Petersburg Times* (WTSP), now serving on the Washington staff of the Coordinator of Information, and to replace any other members who may enter the Government service. H. Dean Fitzer, *Kansas City Star* (WDAF), was named treasurer in lieu of Mr. Bryan at the Steering Committee session following the general meeting.

Organized a year ago at a special sesion held, like this year's meeting, in connection with the annual publishers' meetings in New York [BROADCASTING, April 28, 1941], the Newspaper-Radio Committee's purpose was the representation of newspaper-radio interests at the hearings of the FCC in the Commission's investigation of newspaper ownership of broadcasting stations which had been announced shortly before.

Hough Continues

Mr. Hough, as chairman both of the full NRC and of its Steering Committee, has directed these activities during the past year and will continue to do so. The NRC offices at 370 Lexington Ave., New York, will be continued.

Following an account of the activities on the group's behalf at the FCC hearings made by Mr. Hough and by Sydney M. Kaye, associate counsel of NRC, the group made its decision to continue the organization at least until the next meeting of the full group, which will probably be at this time next year, when the publishers are again in New York for the annual meetings of the AP and the American Newspaper Publishers Assn.

Group also authorized the continuance of its present counsel, headed by Thomas D. Thacher, former Solicitor General and a Federal justice, and including Mr. Kaye and his associate, George Hourwich, and A. M. Herman of Fort Worth.

Other Steering Committee members are : Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Guy Hamilton, McClatchy Newspapers (KFBK KMJ KERN KWG KOH); James M. Cox Jr., Cox Newspapers (WHIO WIOD WSB); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK); Jack Howard, Scripps-Howard Radio (WMC WNOX WMPS WCPO); Gardner Cowles Jr., *Des Moines Register & Tribune* (KSO KRNT WMT WNAX).

Next meeting of the Steering Committee will be in Cleveland during the NAB Convention, Mr. Hough stated following the session in New York, at which time the new members will be elected. Asked about future plans, he said that the first order of business was to conclude the long-drawn out newspaper-radio divorcement hearings of the FCC just as soon as that body will permit. Next task is preparing the presentation for the Sanders hearings, he said, to which is added the general job of maintaining the organization and its headquarters to meet any eventualities.

Opening of New 150 kw. Juarez Outlet Portends Revival of Radio Border Fight

REVIVAL of the Mexican border station issue, ostensibly settled under the North American Regional Broadcasting Agreement (Havana Treaty), which became effective more than a year ago, was foreseen with the receipt of reports that the 150,000-watt XELO had begun operation early this month at Juarez, just across the border from El Paso, Tex.

After word had been received that the high-power station was under construction at Juarez, the State Department on March 26 protested to the Mexican Government, both through Ambassador Messersmith in Mexico City and Dr. Armando Mencia, director of the Inter-American Radio Office in Havana, on technical grounds.

XELO was slated for operation on the 800 kc. I-A channel, a frequency which under the Treaty should have been assigned to the province of Sonora, remote from the border. As yet, the State Department has received no reply from the Mexican Communications Ministry on the assignment. It is expected that further request will be made to the Embassy to expedite the answer in view of complaints of interference in this country. The Department's protests were filed at the instance of the FCC and of Texas stations. The border station issue, it is understood, was not raised in the protests.

Unofficial reports received in Washington were that XELO began operation April 9, presumably on program tests. With WFAA-WBAP, Fort Worth-Dallas, operating on 820 kc., some interference is understood to have been caused aside from blanketing of stations in the El Paso-Juarez area.

While XELO is licensed to a Mexican corporation, pursuant to Mexican law, the station nevertheless is understood to be operated by W. E. Branch, well-known as a border station operator for the last dozen years. The high-power equipment, according to one report, is of German manufacture and bears the Telefunken name plate.

Totally aside from complaints of electrical interference, concern is being felt over the operation of such a station at the border. It is expected it will function as have other Branch stations, on a mail order basis, geared toward listeners in the Midwest.

With war censorship restrictions imposed upon stations in this country, concern is being evinced over possible use of this high-power outlet for weather broadcasts and possibly for other transmissions banned in this country under Federal censorship.

NBC DRAMA *One Man's Family*, sponsored by Standard Brands on 69 NBC stations, Sunday, 8:30-9 p.m. (EWT), observed its first decade and its seventh consecutive year with that sponsor on April 26. Carlton E. Morse, writer-producer, has maintained same principal players in the cast since 1932.

BACK TO LONDON, where on April 26 he was scheduled to start his first sponsored news broadcasts for International Silver Co., Meriden, Conn., replacing the *Silver Theater*, Sunday 6-6:15 p.m. (EWT), Edward R. Murrow, CBS European news chief (right) is here shown conferring in the CBS newsroom with William L. Shirer, another famed CBS foreign correspondent. Shirer holds down the 5:45-6 p.m. spot, and the two will confer before their broadcasts via Transatlantic telephone. Murrow relieves Bob Trout, due back at his New York post.

PEPSI-COLA BOOKS 171 BLUE OUTLETS

WITH one of the largest hookups of stations for any program now on the four major networks, Pepsi-Cola Co., Long Island City, on May 4 will start a five-minute daily program for 13 weeks on 171 BLUE stations. Although the BLUE actually has 125 direct affiliates at the present writing, the other 46 outlets will be NBC stations available to BLUE advertisers when time is not "preempted" by NBC.

The Pepsi-Cola show, produced by Alan Kent and Ginger Johnson, musical jingle experts, will revolve around the famous jingle "Pepsi-Cola hits the spot . . ."—with Ramona and the Tune Twisters providing the musical background. As a patriotic gesture, the company will offer four $25 war savings bonds nightly Monday through Friday as a prize for the best four jingles set to the Pepsi-Cola tune on behalf of war bonds. The four winning jingles will be sung by Ramona and the Tune Twisters every night. Agency is Newell-Emmett Co., New York.

Lord's Day Alliance Asks Sunday Radio Ban

A BRIEF to ban Sunday radio advertising was presented the board of governors of the Canadian Broadcasting Corp. at Ottawa on April 17 by the Lord's Day Alliance. Asserting that the newspapers and magazine of Canada provide advertising on a six-day week basis, and make no attempt to utilize all seven days, the deputation, headed by general secretary Rev. George G. Webber of Toronto, asked for immediate elimination of all radio advertising on Canadian radio stations in Sunday programs. "We believe that the practice of Canadian radio stations to use Sunday for persistent commercial advertising to be illegal," Rev. Webber stated, "and also unfair to other advertising media within our Dominion."

Bouquets

—To WGY, Schenectady—for "20 Years of Radio History," as announced in Broadcasting, Feb. 23. Congratulations, WGY, on reaching an important milestone! *WOAI will observe its 20th birthday this fall . . . 20 years of leadership in the Southwest.*

—To WKY, Oklahoma City—because "More Persons Listen to WKY in Oklahoma City Morning, Afternoon and Evening Than ALL THREE Other Stations Combined," according to your ad. in Broadcasting, March 23, based on the C. E. Hooper Indexes for Dec.-Jan. *In San Antonio more persons listen to WOAI during the same periods than ALL FOUR other stations combined, as shown by C. E. Hooper's Indexes for Jan.-Feb.*

—To WBEN, Buffalo—for having a "2¼ Greater Audience Acceptance Than Its Nearest Competitor," according to C. E. Hooper's Dec.-Jan. Indexes for Buffalo, as pointed out in Broadcasting, Feb. 23. *Likewise, in San Antonio, WOAI has a 3.1 greater listener acceptance than its nearest competitor, as established by the same Hooper Indexes of San Antonio listening for the Jan.-Feb. period.*

—To WCKY, Cincinnati—because "In Metropolitan Cincinnati WCKY Delivers a Stronger Signal to More People Than Any Other Station," as stated in January Radio Advertising Rates & Data. *WOAI does the same; not only in metropolitan San Antonio, but throughout Central and South Texas.*

—To WJSV, Washington, D. C.—because "4 Out of 5 Come Back to WJSV," as set forth in Sales Management, Nov. 1, 1941. *The same client confidence also brings 4 out of 5 advertisers back to WOAI.*

—To WNAX, Sioux City—for receiving "46,854 Requests for War Maps Offered on Regular News Periods for Five Days," as announced in Advertising Age, Feb. 16. *It cost WOAI 20,564 maps as the result of an offer made only TWICE on our 6:30 A. M. newscast. Naturally, we are proud of that hearty response.*

Like these other notable stations, WOAI has long experience, listener preference, signal strength, high percentage of renewals and mail pull—which make it "The Powerful Advertising Influence of the Southwest!"

WOAI, San Antonio

50,000 WATTS — CLEAR CHANNEL
AFFILIATE NBC — MEMBER TQN

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Dramatizing Radio's War Efforts

NAB Contest Open to All Stations at Convention

By M. F. ALLISON
Director of Promotion & Publicity WLW, Cincinnati

THE magnificent manner in which radio has awakened to its serious responsibilities in aiding the war effort will be the basic theme of the annual station promotion competition at the NAB Convention in Cleveland in May.

Stations all over the country in every license category have literally knocked themselves out in cooperating with the war bond selling drive, recruiting, civilian defense, conservation, production now, etc.

The NAB promotion display gives an opportunity to dramatize this cooperation. It will be the first time since the outbreak of the war, of course, where graphic examples of all the different ways stations have cooperated will be assembled in one place. Thus it gives station management an opportunity to show what it has done to win recognition for this cooperation.

Open to All

To me, one very important change has taken place in the NAB promotion exhibit this year. For the first time, competition is open to every commercial radio station in the entire United States, without regard to membership in the NAB. This makes the promotion competition an all-industry show without any reservations—a comprehensive show case of what radio is doing to help win the war.

Since the printed announcement was mailed from Washington, William B. Lewis of the Office of Facts & Figures has given his approval to the plan of calling the first award "The William B. Lewis Award"—to the station which has most effectively educated its audience concerning the war effort.

In similar manner, the second award will be termed "The William B. Lewis Award" to the station which has most effectively inspired its audience to continue its support of the war effort.

Naturally the addition of Mr. Lewis' name to the designation of these awards makes them more attractive than ever to stations which have done an outstanding job in these two types of endeavor.

The third award is to be made to the station "which has distinguished itself in the conduct of civilian defense activity." While this is almost self-explanatory, it should be pointed out that there may be stations which have carried on Civilian Defense projects outside the scope of actual broadcast service. These should not be overlooked, of course.

Finally, thinking leaders of the industry recognize that although radio's first obligation is to cooperate with the war effort, the commercial aspects should not be completely forgotten. As a matter of fact, I believe that everyone will agree that free advertising, as a symbol of economic freedom, is one of the things we're fighting for, and without it, radio would be powerless to render the high type of service that has characterized its operation in the war thus far.

Blackout Voice

VOICE of Clete Roberts, Hollywood BLUE news and special events director will be heard in 400 Southern California theatres during blackouts. Selected as commentator on the public service feature by the Theatre Defense Bureau, he has made three recordings which will be used in the theatres. First announces the existence of a blackout; second advises that the blackout is still on and also keeps patrons posted on its continuance and gives instructions; third gives the word when it has been lifted.

Fourth Award

Hence we have outlined a fourth award, "to the station which has made important contributions to progress in the art of broadcast advertising." For we know that in spite of war, many stations have added and continue to add stature and maturity to radio as an advertising medium.

In each division of the competition, three certificates of award will be made—one to a superpower station, one to a regional, and one to a local station.

Another feature of the competition which makes all of these awards awards highly desirable is the distinguished Americans who have been invited to act as the Jury of Awards at Cleveland. Since the printed announcement was issued also, a member of the Jury representing the OCD has been invited to participate, and the list includes: Doug Meservey of the OFF; Frederic R. Gamble, managing director of AAAA; Paul B. West, president of ANA; Paul Garrett, vice-president and director of public relations of General Motors; Miller McClintock, executive director of The Advertising Council.

The committee has worked out a new system of displaying the panels sent in by stations this year which we feel is a decided improvement. Special pyramid-type easels are being constructed, so that the panels may simply be placed on the racks with a minimum of effort and time. Further, the display will be easier to follow, because the uniform system of display and classifications into competition divisions will make for streamlined viewing.

Quality First

The committee feels it desirable to call attention of all station personnel to the general instructions and competition rules. While there is no limit to the number of panels any station can enter, we are interested in quality rather than quantity. Routine programs and activities should be left out entirely, because they have no place in a competition which seeks to provoke thought and furnish inspiration for all concerned in radio's responsibilities in the war effort.

It might be well to clarify one more thing—the only stipulations regarding panel entries are that they are to be 28 inches wide and 44 inches high, they must be composed vertically (due to the manner in which they are to be displayed on our new easel-type racks) and they must have flat backs (for the same reason). Beyond that, the imagination of the individual station promotion manager has full play.

Last year some stations used presentations mounted on the panels, others used shadow boxes, still others used third dimension cutouts. These are all okay, so far as the committee is concerned, but anyone who submits a real freak shouldn't be too unhappy if he finds it displayed in some dead end position where it won't be knocked out of shape by some wandering delegate.

One final warning: The time is short, because convention plans weren't set this year until late. Therefore all stations are faced with the necessity of ACTION NOW! All displays must be in Cleveland by the 8th of May. If you failed to get a copy of the printed announcement with all the rules and regulations, wire NAB headquarters in Washington, wire me in Cincinnati, or any of these committee members: Charles Newcomb, WGAR, Cleveland; Robert Greenberg, WHK-WCLE, Cleveland; Howard Barton, WTAM, Cleveland; Harry Buckendahl, KALE, Portland, Oregon; King Park, WBBM, Chicago; Frank Barhydt, KMBC, Kansas City; Irvin Gross, WFAA, Dallas; or Holly Moyer, KFEL, Denver.

CHARM CORPS of CBS-Chicago, these new messenger-pages are replacing men taken by the armed forces. They are (l to r) Grace Granger, Mary Tangney, Eleanor Klak, Jeanie Gavard and Marie Mahder.

CHICAGO PROGRAMS RECEIVE AWARDS

TECHNICAL excellence and effe tiveness in execution of five radi programs originating in Chicag were awarded certificates achievement April 23 by the Chi cago Federated Advertising Clu in an annual awards luncheo meeting at Hotel Sherman.

Winners and their classificatio are:

Daytime network program, NBC Vic & Sade, award to sponsor Procter & Gamble Co. (Crisco) award to Compton Adv., New York as the agency; Paul Rhymer, writer also awarded. Evening network program, CBS *First Nighter*, Campana Sales Co., Aubrey, Moore & Wallace. Daytime local program WENR *Morris B. Sachs Amateur Hour*, Wade Adv. Agency. Evening local program, WGN *The Northerners*, Northern Trust Co., J. Walter Thompson Co. Special award, BLUE *National Farm & Home Hour*, William E. Drips, Central Division director of public service programs.

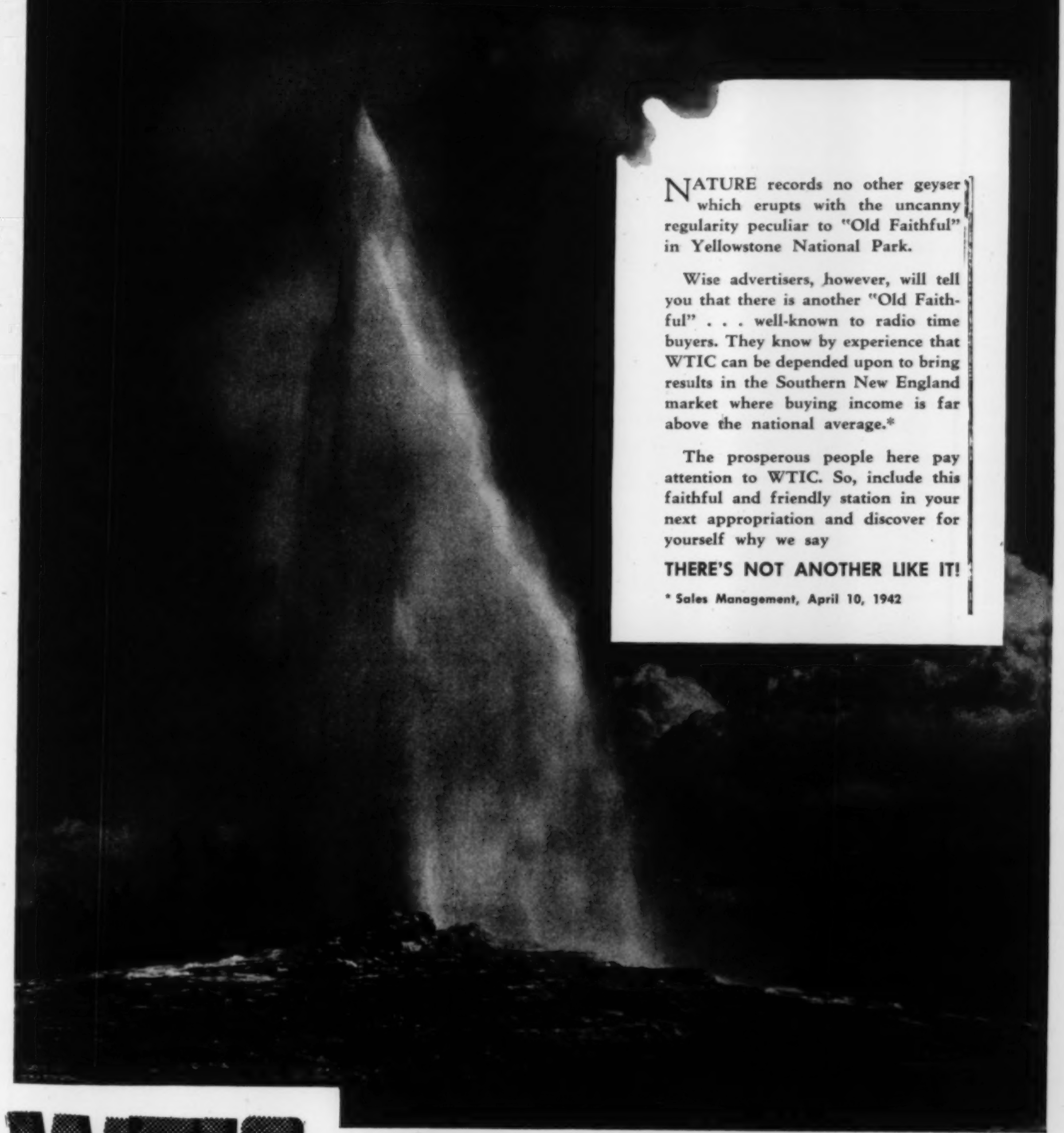
The five radio awards were among 90 advertising winners announced by Julian R. Norris western manager of *American Magazine* at the luncheon last Thursday. Public presentation will be made this week during a broadcast of each program, by Wm. B. Carr, Chicago manager of *Time* and president of CFAC.

Judges for the radio awards were Louis Jackobson, producer of WGN; Stuart V. Dawson, assistant program director of CBS-Chicago; J. M. Easton, publicity and advertising manager of the Northern Trust Co., Chicago; William Ray, director of publicity, NBC-Chicago; James L. Stirton, program director of the BLUE Chicago.

Award Goes to CBS

ANNUAL award by Phi Beta to the radio organization considered to have contributed the most to music and speech during the year has been given to CBS for its broadcasts of the New York Philharmonic Symphony concerts.

THERE'S NOT ANOTHER LIKE IT!



NATURE records no other geyser which erupts with the uncanny regularity peculiar to "Old Faithful" in Yellowstone National Park.

Wise advertisers, however, will tell you that there is another "Old Faithful" . . . well-known to radio time buyers. They know by experience that WTIC can be depended upon to bring results in the Southern New England market where buying income is far above the national average.*

The prosperous people here pay attention to WTIC. So, include this faithful and friendly station in your next appropriation and discover for yourself why we say

THERE'S NOT ANOTHER LIKE IT!

* Sales Management, April 10, 1942

WTIC

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

180 HOMES
FOR HALF A CENT!

RADIO TIME BUYERS!

How would you like to buy guest-chair reservations for your top salesmen in the living rooms of one hundred and eighty homes for **half a cent?*** No foot-in-the-door peddling. Just forthright attention . . . from the family . . in the **home.** That is the ticket you write for yourself when you buy **WDAF,** dominant broadcast station in the great Kansas City market.

WDAF has passed its twentieth birthday. That's a ripe old age in radio. It's the test of time!

WDAF offers super coverage on the frequency of 610 kilocycles.

WDAF sends forth its signal over a farflung area—out and beyond the boundaries of all other coverages in the vast Kansas City market.

WDAF primary coverage, the half-milivolt signal, reaches 189 counties, a million radio homes!

WDAF carries the topflight shows of the Basic Red Network and outstanding local productions.

WDAF is radio's bargain buy . . . low rates coupled with tremendous coverage.

*Minimum quarter-hour day program rate.

Tie these distinctive facts together and you have the simple, exclusive formula for effective and economical radio selling in the rich Kansas City market.

BASIC
NBC
NETWORK

WDAF

EDW. PETRY & CO.
NATIONAL
REPRESENTATIVES

KANSAS CITY

WPB Order Giving Radio A-3 Preference Priority

FOLLOWING is the full text of the War Production Board's order released April 24 giving to radio (along with wire communication) an A-3 preference rating in lieu of the existing A-10 rating on maintenance, repair and operating supplies:

TITLE 32—NATIONAL DEFENSE
Chapter IX—War Production Board
Subchapter B—Division of Industry Operations
Part 1095—Communications
Maintenance, Repair, and Operating Supplies Preference Rating
Order P-129

1095.2 (a) For the purpose of facilitating the acquisition of Material for (1) the maintenance and repair of the property and equipment of the industries and services, hereinafter specified, and (2) the essential operation of such industries and services, a preference rating is hereby assigned to deliveries of such Material upon the terms hereinafter set forth. Such terms shall control until such time as the War Production Board certifies specific quantities of such Material to which the preference rating herein assigned may be applied.

(b) *Definitions.*

(1) "Operator" means any individual, partnership, association, business trust, corporation, receiver or any form of enterprise whatsoever, whether incorporated or not, the United States, the District of Columbia, any state or territory of the United States, and any political, corporate, administrative or other division or agency thereof, to the extent engaged in one or more of the following services within, to or from the United States, its territories or possessions:

(i) Wire Communication.

(ii) Radio Communication.

(2) "Material" means any commodity, equipment, accessory, part, assembly, or product of any kind.

(3) "Maintenance" means the upkeep of an Operator's property and equipment in sound working condition; and this without regard to whether or not the expenditures therefor are for any reason required to be recorded in the Operator's accounting records in accounts other than Maintenance and Repair.

(4) "Repair" means the restoration, without thereby increasing existing facilities, of an Operator's property and equipment which has been rendered unsafe or unfit for service by wear and tear, damage, destruction of parts, or similar cause; and this without regard to whether or not the expenditures therefor are for any reason required to be recorded in the Operator's accounting records in accounts other than Maintenance and Repair.

(5) "Operating Supplies" means any material which is essential to and consumed in the operation of any of the services specified in (b) (1) above but does not include any material which is physically incorporated in whole or in part in the property or equipment of the services specified above.

(6) Material for Maintenance, Repair or Operating Supplies for the purpose of this Order shall not include material used for:

(i) the improvement of an Operator's property or equipment through the replacement of Material which is still usable in the existing property or equipment with Material of a better kind, quality or design.

(ii) Additions to or expansion of the Operator's existing property or equipment.

(7) "Supplier" means any person with whom a purchase order or contract has been placed for delivery, to an Operator or another Supplier, of Material for Maintenance, Repair, or Operating Supplies.

(c) *Assignment of Preference Rating.* Subject to the terms of this Order, Preference Rating A-3 is hereby assigned:

(1) To deliveries, to an Operator, of Material required by him either as Operating Supplies or for the Maintenance or Repair of his property and equipment;

(2) to deliveries to any Supplier, of Material

(i) required by the Operator either as Operating Supplies or for the Maintenance or Repair of his property and equipment, or

(ii) to be physically incorporated in other Material so required by the Operator.

(d) *Persons Entitled to Apply Preference Rating.* The preference rating hereby shall be applied where a preference rating is required to obtain material for Maintenance, Repair, or Operating Supplies by:

(1) an Operator: and may be applied by:

(2) any Supplier, provided deliveries to an Operator or another Supplier are to be made by him, which are of the kind specified in paragraph (c) and have been rated pursuant to this Order.

STUDENT ADVERTISERS of the Charles Morris Price School of Advertising, Philadelphia, had this staff of experts give them practical pointers on broadcasting when they made a tour of WFIL, Philadelphia. Also included were a demonstration of FM and a roundtable discussion of radio advertising. Soberly posed are: (l to r) R. J. Meigs, General Electric Co.; G. T. Street Jr., Charles Morris Price School; Howard Medholdt, Aitkin-Kynett Advertising Agency; and Roger W. Clipp, vice-president and general manager of WFIL.

(e) *Application of Preference Rating.*

(1) An Operator or Supplier, in order to apply the preference rating to deliveries of Material to him, must endorse the following statement on the original and all copies of the purchase order or contract for such Material signed by a responsible official duly designated for such purpose by such Operator or Supplier:

"Material for Maintenance, Repair, or Operating Supplies—Rating A-3 under Preference Rating Order P-129 with the terms of which I am familiar.

(Name of Operator or Supplier)

(Signature of Designated Official)"

Such endorsement shall constitute a certification to the War Production Board that such Material is required for the purpose stated and that the application of the rating is authorized by this Order. Any such purchase order or contract for such Material shall be restricted to Material the delivery of which is rated in accordance herewith.

(2) The Operator and each Supplier placing or receiving any purchase order or contract rated hereunder shall each retain for a period of two years, for inspection by duly authorized representatives of the War Production Board endorsed copies of all purchase orders or contracts, whether accepted or rejected, segregated from all other purchase orders or contracts or filed in such manner that they can be readily segregated for such inspection.

(f) *Restrictions of Application of Rating on Supplier.*

(1) No Supplier may apply the rating to obtain Material in greater quantities or on earlier dates than required to enable him to make on schedule a delivery rated hereunder or, within the limitations of (2) and (3) below, to replace in his inventory Material so delivered. He shall not be deemed to require such Material if he can make his rated delivery and still retain a practicable working minimum thereof; and if, in making such delivery, he reduces his inventory below such minimum, he may apply the rating only to the extent necessary to restore his inventory to such minimum.

(2) A Supplier who supplies Material which he has in whole or in part manufactured, processed, assembled, or otherwise physically changed may not apply the rating to restore his inventory to a practicable working minimum unless he applies the rating before completing the rated delivery which reduces his inventory below such minimum.

(3) A Supplier who supplies Material which he has not in whole or in part manufactured, processed, assembled, or otherwise physically changed may defer application of the rating hereunder to purchase orders or contracts for such Material to be placed by him, until he can place a purchase order or contract for the minimum quantity procurable on his customary terms; provided, that he shall not defer the application of any rating for more than three months after he becomes entitled to apply it.

(g) *Restrictions on Deliveries, Inventory and Use.*

(1) Except as provided in paragraph (g) (3) below, no Operator, who has applied the rating assigned hereby, shall, at any time, accept deliveries of Material (whether or not rated pursuant to this Order) to be used for Maintenance, Repair, Operating Supplies or for other purposes:

(i) Until the dollar value of the Operator's inventory of Material shall have been reduced to a practical working minimum. Such practical working minimum shall in no event exceed 27½% of the dollar value of Material used for al purposes during the calendar year 1940.

(ii) Where the receipt thereof shall increase the dollar value of Operator's inventory of Material to an amount in excess of Normal requirements which in no event shall exceed 27½% of the dollar value of Material used for all purposes during the calendar year 1940.

(2) Except as provided in paragraph (g) (3) below no Operator who has supplied the rating assigned hereby shall, during any calendar quarterly period, use Material for Maintenance, Repair, and Operating Supplies, the aggregate dollar volume of which shall exceed 110% of the aggregate dollar volume of such Material used during the corresponding quarter of 1940, or at the Operator's option 27% of the aggregate dollar volume of such Material used during the calendar year 1940.

(3) (i) Any Operator whose average value of inventory of Material for the five calendar years prior to January 1, 1942 did not exceed $10,000 shall be exempt from the provisions of paragraph (1) above, subject to the provisions of Priorities Regulation No. 1, as amended.

(ii) From time to time the Director of Industry Operations may determine that certain Operators are exempt in whole or in part from the restrictions contained in paragraphs (1) and (2) above.

(h) *Audits and Reports*

(1) Each Operator or Supplier who applies the preference rating hereby assigned, and each person who accepts a purchase order or contract for Material to which the preference rating is applied, shall submit to audit and inspection from time to time by duly authorized representatives of the War Production Board.

(2) Each Operator shall report to the War Production Board such information as may be required, in the manner prescribed and according to the terms of forms to be made available to him on or before June 1, 1942.

(3) Each Operator affected by this Order shall file additional reports as may from time to time be required and directed by the Director of Industry Operations.

(i) *Violations.* Any Operator or other person who applies the preference rating assigned hereby in willful violation of the terms and provisions of this Order or who wilfully falsifies any records which he is required to keep by this Order, or who in connection with this Order wilfully conceals a material fact or furnishes false information to any department or agency of the United States, or who obtains a delivery of Material by means of a material and wilful misstatement, is guilty of a crime, and upon conviction may be punished by fine or imprisonment. In addition, any such Operator or other person may be prohibited from making and obtaining further deliveries of Material under allocation and/or priority control and be deprived of any other priorities assistance.

(j) *Revocation or Modification.* This Order may be revoked or amended by the Director of Industry Operations at any time as to any Operator or Supplier. In the event of revocation, or upon expiration of this Order, deliveries already rated pursuant to this Order shall be completed in accordance with said rating, unless the rating has been specifically revoked with respect thereto. No additional applications of this rating to any other deliveries shall thereafter be made by the Operator or Supplier affected by said revocation or expiration.

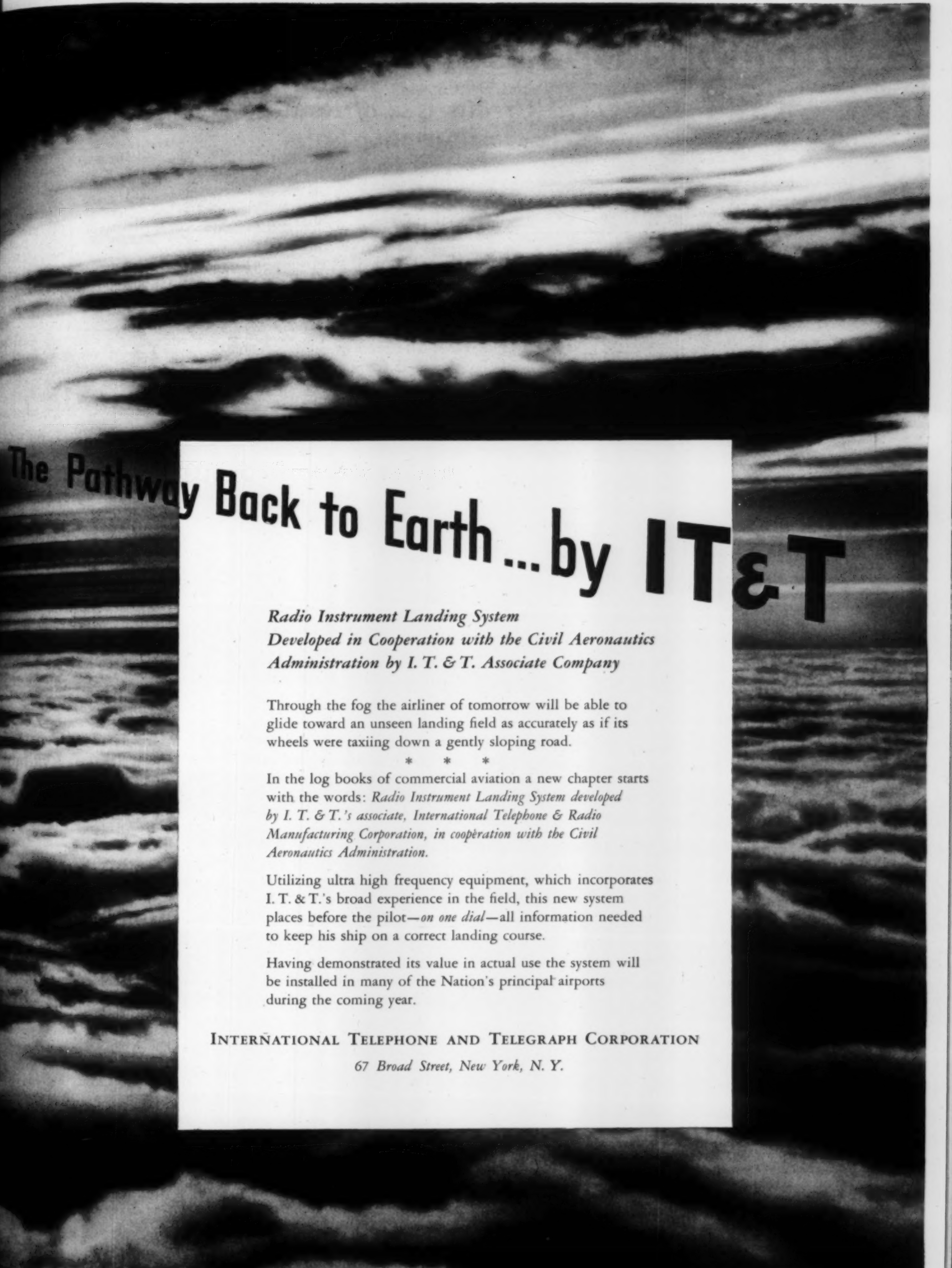
(k) *Effective Date.* This Order shall take effect on the date of isuance and shall continue in effect until September 30, 1942 unless sooner revoked by the Director of Industry Operations.

Issued this 23 day of April, 1942.

J. S. KNOWLSON,
Director of Industry Operations

THIRD commercial program on BLUE to be rebroadcast via shortwave to American troops abroad is *Famous Jury Trials*, sponsored by Williamson Candy Co., Chicago. Other BLUE advertisers to shortwave programs to U. S. military outposts are P. Ballantine & Sons, Newark, *Three Ring Time*, and Wheeling Steel Corp., Wheeling, *Musical Steelmakers*.

XUM



The Pathway Back to Earth ... by IT&T

Radio Instrument Landing System
Developed in Cooperation with the Civil Aeronautics
Administration by I. T. & T. Associate Company

Through the fog the airliner of tomorrow will be able to glide toward an unseen landing field as accurately as if its wheels were taxiing down a gently sloping road.

* * *

In the log books of commercial aviation a new chapter starts with the words: *Radio Instrument Landing System developed by I. T. & T.'s associate, International Telephone & Radio Manufacturing Corporation, in coöperation with the Civil Aeronautics Administration.*

Utilizing ultra high frequency equipment, which incorporates I. T. & T.'s broad experience in the field, this new system places before the pilot—*on one dial*—all information needed to keep his ship on a correct landing course.

Having demonstrated its value in actual use the system will be installed in many of the Nation's principal airports during the coming year.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York, N. Y.

A Shampoo Sponsor's Daytime Success

Mar-O-Oil Credits Use of Radio for 16 Years of Surging Sales

By MYRTLE MARROW
President and General Manager,
Marrow's Inc., Chicago

BACK IN 1925 Marrow's decided its new Mar-O-Oil needed a new sales promotion medium. The answer was radio. Undaunted by public prejudice against oil shampoos and the comparative infancy of successful radio selling, a quarter-hour beauty talk was placed on WBBM, Chicago, seeking a wholesale market among beauty parlors. The product, however, went to the heads of listeners who clamored for it on a retail basis. That settled it. Marrow's went all-out for radio, gradually getting into network advertising. Today Marrow's allots more than 95% of its advertising appropriation to daytime radio.

THE success of Mar-O-Oil Shampoo has been built and developed by radio. We have used radio successfully for over 16 years, and intend to continue.

Back in 1925 Marrow's launched a new oil shampoo trade marked Mar-O-Oil, which we planned to distribute through beauty parlors. In order to help initial distribution, we bought a quarter-hour three times a week on WBBM, Chicago, and were the first cosmetic house to use radio.

In those days a quarter-hour meant 15 minutes of straight commercial selling. We had Adele Nelson, a former beauty shop operator, who talked on the air directly to owners of beauty parlors.

Early Radio Different

At that time the radio picture was considerably different from what it is now. WBBM did not have a printed rate card. There were only about 2,000,000 sets in the whole country as compared with 56,000,000 radios today. So an advertiser who put an entire appropriation into radio was considered an adventurer. But my confidence in this fairly new medium was immediately more than justified.

The instant selling power of radio literally took my breath away. By the end of our third day on the air, every good jobber in Chicago and the largest drugstore chain in the city were demanding Mar-O-Oil for retail distribution. Frankly, we weren't ready for it. We had originally intended to sell only to beauty parlors and, therefore, had put up the shampoo in gallon containers.

But the head buyer of Walgreen's convinced us of the retail potentialities of our product, so we rushed orders for small bottles for the retail trade.

95% Radio Advertising

That was 16 years ago. The company since then has put at least 95% of our advertising appropriation for Mar-O-Oil into radio each year with but one notable exception—1939.

Our experience that year with magazine advertising convinced us of the wisdom of our radio promotion. Our sales dropped off. In a consistently increasing competitive market, the jobbers who had been distributing our product at once complained to our salesmen that there was no evidence of our advertising and the salesmen in turn complained to me.

Moreover, large drug stores who had been advertising our product and our program in their local newspaper ads deleted mention of our product from their copy. But we came back stronger than ever the next year with a network program, George Fisher's *Hollywood Whispers*, aired on 82 MBS stations.

For these 15 or 16 years Marrow's has experimented with various types of programs from time to time to keep pace with changing listening habits. With our agency, MacFarland-Aveyard & Co., Chicago, through Steve Horton, account executive who worked on our account in his own agency some years ago, we have worked out program formulas that brought pleasing results.

Daytime Program Only

Incidentally, since that first broadcast in 1925, Marrow's has used daytime exclusively. As early as 1930, with expanding sales and distribution, we went into network broadcasting with a series of early afternoon programs of popular dance orchestras on NBC-Blue.

We chose big name orchestras then because most of the day there was an unbroken succession of daytime serials, so our program offered a change for the women listeners, lots of whom are young and like something lively.

After a few years of orchestra music, we tried a short series of programs featuring Hedda Hopper in her first network appearance. Then a resumption of dance bands followed on the Blue and a few years later, in 1938, on MBS with Henry Busse's orchestra.

After that year's absence from radio in 1939, we looked around for a program with which to return to the air. Variety programs were very swiftly gaining popularity then, so evidently audiences preferred outstanding personalities instead of a steady diet of popular music. We felt sure what we wanted for the Mar-O-Oil program was a friendly commentator, possibly a news analyst, a Hollywood reporter or a society columnist.

Steve Horton and I auditioned numerous shows without success. Then Evelyn Stark, radio director of MacFarland-Aveyard, came up with just the right answer—George Fisher, a Hollywood radio columnist who was then doing an excellent job for a number of participating sponsors on the Don Lee Network. Ade Hult, sales manager of Mutual in Chicago, arranged the audition. Fisher's radio style was pleasant, his material was well balanced, and he was a veteran Hollywood reporter who was well known and liked around the movie lots.

Hollywood News Clicks

Within a few weeks after Mr. Fisher started for Mar-O-Oil, three days a week on a limited network of 39 Mutual stations, *our sales jumped 25%*. Cheers went up from the sales force who immediately became enthusiastic about the program. The continued success of *Hollywood Whispers* is indicated by the fact that this is our second year of sponsorship. We have expanded to 82 MBS stations and shifted to a weekly program on Sundays, 12:15 to 12:30 p.m.

FOLLOW THE INDIANS
WHK-WCLE
WHEATIES

KEEPING SCORE is one of the new duties of pretty Doris Stanford of WHK-WCLE, Cleveland. She's pictured here putting the little numbers on the special Wheaties-Mobilgas scoreboard installed for the benefit of baseball enthusiasts in the WHK-WCLE reception room.

We feel the program has done an outstanding job for us. It is the happy answer to our advertising program since:

(1) It gives the company the prestige of a network program which is a stimulating aid to our salesmen and the jobbers; (2) it has a wide following and has produced discernible results; (3) it has an important merchandising feature in that our product is advertised by a Hollywood program appealing to a feminine audience and the advertising can be tied in with it in 82 major markets throughout the country; (4) the program fits into a consistent but not comparatively large advertising budget.

The success of Mar-O-Oil is unquestionably due to the fact that radio has been able to convey our sales story effectively. When we first introduced the product there existed a prejudice against all oil shampoos.

But we found by experience that women who would not read printed ads explaining the advantages of our shampoo would listen to friendly, informal chats on the air about our product. With radio we reach both beauty shop operators and the general public as well, and the shop owners pass on the information to their customers.

As it has turned out, the retail trade is our largest source of sales—thanks to radio advertising.

O'Sullivan Back on Air With Rubber Available

AFFECTED by the rubber shortage last fall, O'Sullivan Rubber Co., Winchester, Va., is using reclaimed rubber for its rubber heels with a WPB priority rating and has resumed its spot campaign for a 10-week period. [BROADCASTING, April 20].

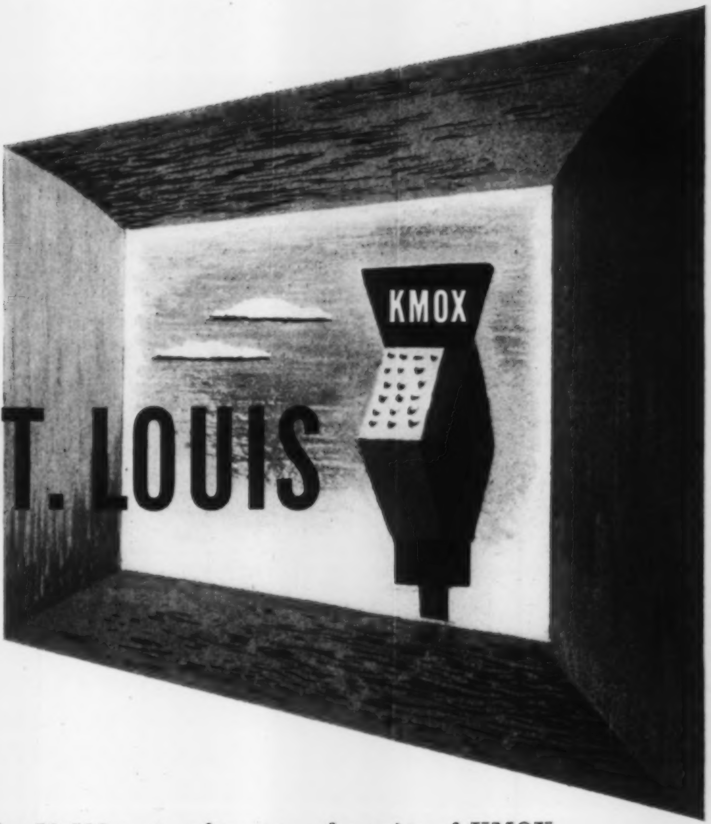
Starting last week on 18 stations, the campaign includes one-minute transcribed announcements 5 to 48 times weekly, depending on the station, and thrice-weekly participations on *Arthur Godfrey's* program on WABC, New York, and *Morning in Manhattan* on WEAF, New York. Other stations include WORL, WPEN, WCAE, WJSV, WRC, WBAL, KMBC, KSD, WBIG, WCFL, KHI, KFRC, KALE and KIRO. Agency is Bermingham, Castleman & Pierce, New York.

Milton Cross Honored

MILTON CROSS, BLUE announcer, has received a scroll of honor from the Metropolitan Opera in appreciation of his "vision and courage in a field in which he was a pioneer, his infectious enthusiasm for music and his genial personality which is loved by millions." The presentation was made by Mrs. William Francis Gibbs, president of the Metropolitan Opera Guild, on *Stars Are Made* on WQXR, New York, which presented a reenactment of Cross' 20 years of service in radio.

WHAT IT TAKES TO BE

THE VOICE OF ST. LOUIS



POWER

Backed by 50,000 watts of power—the voice of KMOX penetrates to near and far corners of the *whole* St. Louis market. **(KMOX' primary listening areas embrace 800,000 radio *families* living in more than 100 counties.)**

PROGRAMS

Enriched by a full CBS network schedule of big-name shows plus a roster of local programs custom-built to St. Louis tastes—the voice of KMOX speaks *convincingly* to St. Louis. **(Such leading KMOX stars as Charley Stookey, Jane Porter, Pappy Cheshire, France Laux are St. Louis to the core.)**

POPULARITY

Welcomed by more habitual listeners than that of any other St. Louis station—the voice of KMOX provides maximum economy for radio advertisers in the St. Louis market. **(Hooper and Gill surveys prove that KMOX consistently serves the largest share of the audience both inside and outside St. Louis.)**

KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales located in New York, Chicago, Charlotte, San Francisco, Los Angeles

FCC Operator Requirements Granted Additional Relaxation

Holders of Any Class of Commercial License to Be Allowed to Work Under Certain Conditions

AGAIN TAKING cognizance of the war-created shortage of qualified broadcast technicians, the FCC last Tuesday announced further relaxation of its requirements for broadcast station operators, to permit holders of any class of commercial operators' license to perform broadcast work under specified conditions.

Action was taken pursuant to a recommendation of the Defense Communications Board, which previously had been petitioned by its Domestic Broadcasting Committee (IV) for further relief. On Feb. 17, the FCC, upon initial recommendation of DCB, adopted Order No. 91 permitting operation of broadcast stations of any class by holders of first or second-class operators' licenses or radiotelephone second-class licenses, provided one or more first-class operators are employed for the technical operation of the station.

Special Test

The new order (No. 91-A) specifies that a station may be operated by the holder of a restricted radiotelephone permit only in the event his permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory, through examination. Special examination at a field office of the Commission involving questions in radiotelephone theory required of a Class A amateur licensee will be held. The endorsement of the permit may then be secured by presenting both the restricted radiotelephone permit and the Class A amateur license to the field office of the Commission.

A person having one of these classes of license may qualify, the Commission explained, by satisfactorily completing examination for the other class. The restricted radiotelephone operator permit must be endorsed by the Commission before the permitee is qualified for broadcast station operation, it was emphasized.

The Commission explained that the relaxation is designed to relieve "a growing shortage of operators as a result of war conditions and the requirements of the military forces for radio operators." It added that it was not contemplated that technical operation will be impaired or labor standards in the industry lowered through reliance upon this action.

"A first-class radiotelephone operator, responsible for technical operation and other than minor transmitter adjustments, must be retained and the station licensee will be held fully responsible for proper operation of the station," the FCC's public notice stated.

Text of Order

Following is the text of Order No. 91-A issued April 21, 1942:

At a meeting of the FCC held at its offices in Washington, D. C., on the 21st day of April, 1942;

The Commission having under consideration its Order No. 91 and the request of the Defense Communications Board that the Commission consider further relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and,

IT APPEARING, That the demand of the military services for radiotelegraph and radiotelephone operators has increased as a result of the war and that such demand has decreased the number of operators qualified for operation of broadcast stations resulting in a shortage of such operators:

IT IS ORDERED, That until further order of the Commission, notwithstanding the provisions of Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators, a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license;

PROVIDED, HOWEVER, That all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of a station;

PROVIDED, FURTHER, That a broadcast station may be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination.

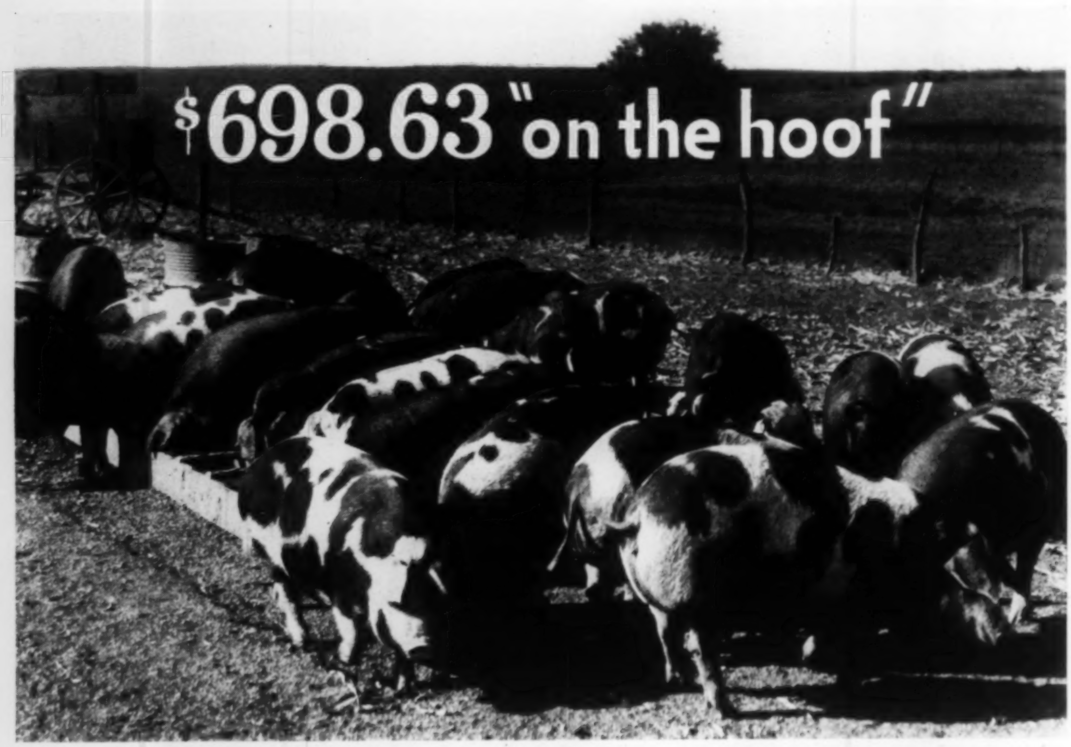
PROVIDED, FURTHER, That nothing contained herein shall be construed to relieve a station licensee of responsibility for the operation of the station in exact accordance with the Rules and Regulations of the Commission; and,

PROVIDED, FURTHER, That Section 13.61 of the Commission's Rules & Regulations Governing Commercial Radio Operators shall remain in full force and effect except as modified by this order.

Valued Rubber

EN ROUTE to church on a recent Sunday morning, Georgia Davidson, special events director of WKBN, Youngstown, was involved in an automobile accident. When she regained consciousness in the hospital, the solicitous doctor sought to reassure her she was only suffering a slight concussion. The disgusted Miss Davidson immediately retorted, "Concussion, hell! How are my tires?"

JUNE 1-7 has been designated as National Hotel Week by the National Hotel Assn.



THAT'S what *one* farm home received for these hogs. As much as a $35-a-week clerk earns in four and one-half months. WIBW's big farm family has 678,400 such homes with a year-round farm income of over $700,000,000.00. Brother that's a REAL market.

We're Director of Purchasing for these families in six states where WIBW is listened to regularly . . . easily. Our peak soil conductivity and enviable 580 kc frequency takes care of *that*.

And these families ACT on the suggestions made by the friendly, neighborly personalities they hear daily over WIBW. Let us show you how quickly and economically they can be started asking for YOUR product.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Smeby Quits NAB For Post in Army

LYNNE C. SMEBY, since December, 1940, director of engineering of the NAB, has resigned effective April 27, to join a civilian research group working for the Army Signal Corps in Washington under the direction of Dr. W. L. Everitt, of Ohio State U's College of Engineering. Also associated with Dr. Everitt will be Kenneth Norton, who has resigned from the FCC's scientific section.

Mr. Smeby

Mr Smeby will wind up his NAB duties during the next few weeks, handling the engineering committee meetings and two breakfast round tables on engineering scheduled for the NAB convention in Cleveland, May 11-14.

A native of Minneapolis, Mr. Smeby was graduated from the U of Minnesota Engineering College in 1928. While still in college he was chief engineer of WDGY, Minneapolis, later taking the same post with WRHN, (now WTCN) in the same city and KSTP in St. Paul. Serving at the latter station from 1930 to 1935, he resigned to become technical supervisor of WXYZ, Detroit, WOOD, Grand Rapids, and the Michigan Network, remaining until 1939 when he joined the IT&T for a special engineering job in connection with its stations in Puerto Rico. He quit IT&T to take his NAB post. He is a member of the board of editors of the Proceedings of the Institute of Radio Engineers, and with Dr. Everitt conducted the annual Ohio State Broadcast Engineering Conferences.

Luther Hill Joins Army As Major in Air Force

LUTHER L. HILL, executive vice-president of Iowa Broadcasting Co., has been commissioned a major in the Army Air Force and reports for active duty April 29 at Miami Beach. He has taken leave for the duration from his executive post with the Cowles stations. Maj. Hill's assignment is with the troops. It is understood he declined several proffers of "desk work" in Washington. A West Pointer, Maj. Hill mustered out of the Army as a captain in 1923. He got overseas immediately following the last war with the Army of Occupation in France, Belgium and Germany. Maj. Hill is 45.

Mr. Hill

WHITEY FORD, of NBC *Plantation Party*, sponsored by Brown & Williamson Tobacco Corp., Louisville, has bought a half interest in Lewis Bros. Circus, renamed Lewis Bros. Shows combined with Whitey Ford featuring The Duke of Paducah. Performances have been arranged within easy access of Chicago where the weekly broadcast originates.

KMA is "edited" for FARMERS—not debutantes!

● If you judge a radio station by its mail-pull, listen to this: Last year, KMA received 532,120 *commercial* responses, containing $72,850 for premiums and other offers!

Unusual? No. For the past three years, KMA has topped all 5,000-watt stations in mail responses—set the low record for *all* stations, regardless of size, for cost per inquiry!

It's easy to see why. KMA is programmed for *local* needs — gives the 3,000,000 people in its primary area *what* they want, *when* they want it. That, in a nutshell, is our whole story. For some of the amazing details, write for a copy of our newest market data brochure.

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

XUM

it's easy for the new operator to "carry on" with this Westinghouse Transmitter

When war calls your operating personnel and a new man has to take over, you are fortunate if your transmitter is a Westinghouse 50-HG. Operating simplicity which makes it easier for a new man to handle with full effectiveness is one of the vital improvements which it embodies.

The new viewpoint which Westinghouse brought to bear in designing this equipment gave high rank to operating convenience along with low power consumption and modern appearance. As a result it has established a new era in radio transmitter design and performance.

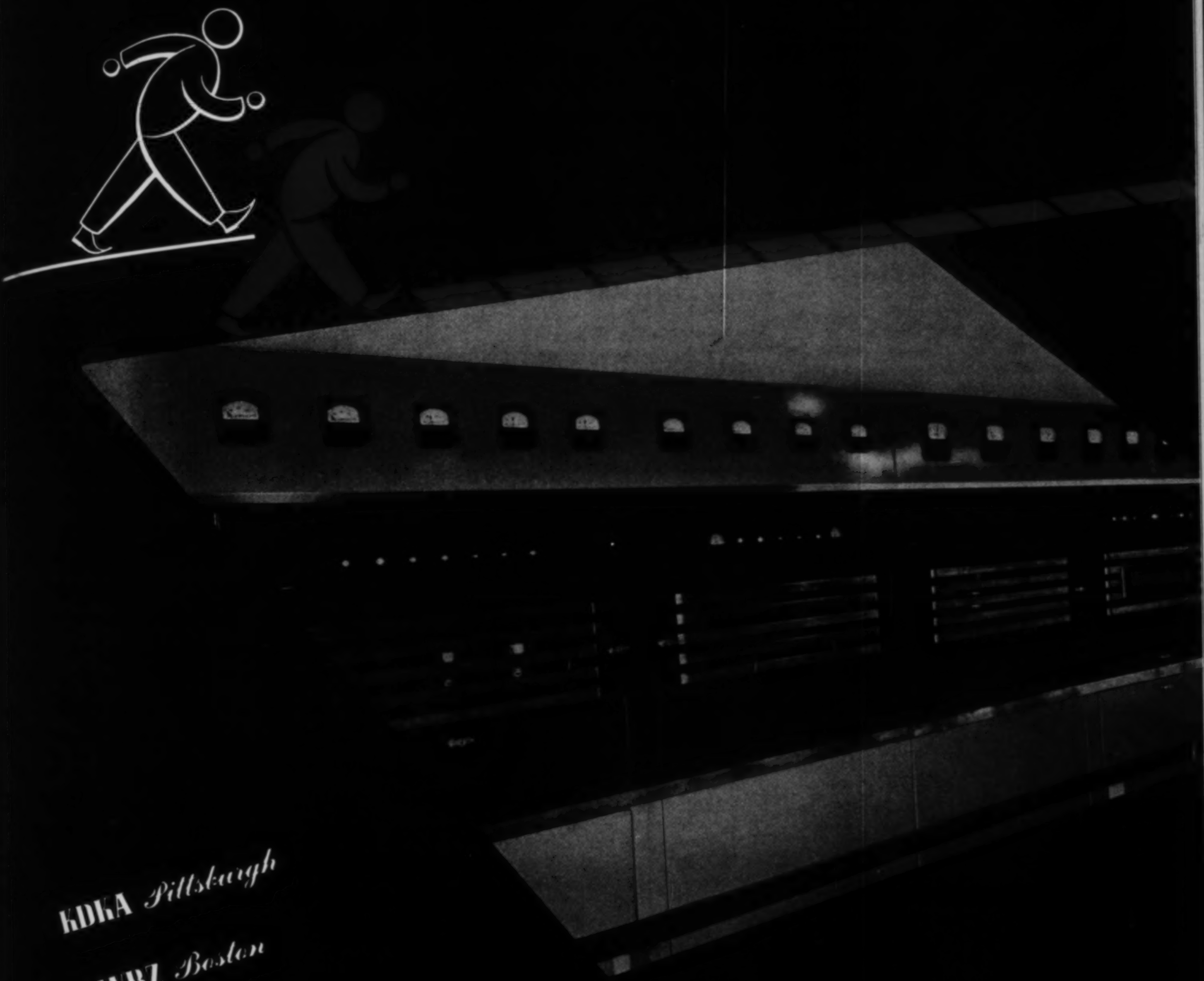
There are no complicated circuit adjustments—no inaccessible parts—no time-consuming replacements in the middle of your program period.

This is one big reason why the 50-HG has been selected by such stations as WPTF, Raleigh; WBAL, Baltimore; WKBW, Buffalo; WBBM, Chicago; KXEL, Waterloo; KDKA, Pittsburgh; and WBZ, Boston. That's why we say "Keep an eye on these stations" as radio shoulders its share of war's responsibilities.

J-08043

WESTINGHOUSE

Westinghouse



KDKA *Pittsburgh*

WBZ *Boston*

WPTF *Raleigh*

WBAL *Baltimore*

WKBW *Buffalo*

WBBM *Chicago*

KXEL *Waterloo*

XUM

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Coney Island Time

EVERYONE IN RADIO heaved a deep sigh of relief last February when President Roosevelt decreed War Saving Time on a universal basis. That semi-annual headache of reshuffling programs was done, at least for the duration.

And now, in New York State, they propose to superimpose summer DST atop War Saving Time. The resort operators, who want another hour of daylight, evidently have sold Mayor LaGuardia on it, and legislation is pending in Albany for local option. Similar moves are afoot in New Jersey and Pennsylvania.

If New York adopted DST, shoving clocks up another hour, it would discommode radio programming more than ever. All the rest of the nation would have to readjust schedules. And it would mean another shift back in September.

New York broadcasters are vigorously opposing the bill introduced by State Senator Frederic R. Coudert Jr., of New York City, as are upstate business interests. Joseph B. Eastman, Director of Defense Transportation, not only questions legality of such a move, but also deplores it from the war emergency standpoint. Gov. Charles Edison of New Jersey has announced his intention of scrapping such a move in his state.

Wherever these proposals for optional community or State Daylight Saving Time crop up, broadcasters should do their utmost to combat them. Beyond being a disservice and nuisance to the listening public, we have Mr. Eastman's word for it that vital wartime transportation will be impeded.

Peabody Error

NOW THAT the 1941 George Foster Peabody Awards have been made and the winners duly feted, let's take a look in retrospect at the scope, purpose and conduct of radio's "Pulitzer Prizes."

The first awards made last year were for "outstanding meritorious public service" by stations in each of three power categories. This year all of the awards were to network programs, save for the general recognition given international shortwave operators.

There can be no criticism of the 1941 selections. Each was outstanding. Each was deserving of recognition. But do network awards alone accomplish the avowed purpose of the awards, which is to stimulate better radio? Obviously, individual stations cannot compete with the networks on programming. But in the field of public service, which has a peculiar community aspect, the independent station does have the opportunity of displaying his ingenuity.

What happened on this year's awards was that the rules of the game were changed without proper notice to broadcasters. We don't know how many stations submitted entries, but our attention has been directed to at least a dozen instances in which stations went to great expense in preparing elaborate presentations. They were under the impression, as were we, that awards would be made in the same station categories, the only notice having been that there would be a "slight" alteration in method. The fact is none of the station exhibits was considered.

The NAB, which has collaborated with the University System of Georgia in establishing the awards, was not wholly in sympathy with the sudden shift in procedure. But evidently it was too late to alter the method this year.

There are other network competitions, conducted by the poll method. The Peabody Awards this year fell in the same groove. We think the Georgia school should return to its original plan of awards of merit to stations. The network awards can be added as just another in that field if they must be judged. But irrespective of what is done, the rules of the game should be made known well in advance so that stations will not waste their time and energies in futile preparation of presentations.

Half the Battle

SINCE the war's outbreak conversation has been heavy over the advisability of Congressional hearings looking toward new radio legislation.

The pros, decidedly in the minority, insisted that, war or no war, the salvation of radio reposed in reappraisal of the existing antiquated law, and the delegation of clearly delineated functions to the FCC or its successor. The cons, however, held that war-born legislation might prove onerous after peace is restored and that the industry would discover itself saddled with war restrictions in a peace economy.

While this tugging and hauling went on, the FCC majority headed by Chairman Fly used practically every means available in attempting to block hearings. But, thanks to the determination of Chairman Lea (D-Cal.) of the House Interstate Commerce Committee, hearings were begun on schedule April 14 on the Sanders Bill to rewrite the Communications Act.

Even now, after only three days of hearings, it is clear that the proponents of legislative hearing were right. Though only six or eight members of the Committee sat, their interest in the whole subject was apparent, and their questions indicated a keen understanding of the plight of broadcasting under the mailed fist regulation to which it has been subjected.

The Federal Communications Bar Assn., through former Commisisoner E. O. Sykes, its president, and Herbert Bingham, executive committee member, advocated sweeping changes in both regulatory and appellate procedure. Their views were well received. The most pleasing development, however, was the manner in which the Committee welcomed the courageous testimony of NAB President Neville Miller. He didn't pull his punches in attacking the FCC's "slow death" tactics and in advocating legislative reforms to keep it in check.

The House Committee proceedings are a welcome relief from the exhibitions during the last couple of years before the Senate Interstate Commerce Committee. Senator White (R-Me.), perhaps the best informed man in Congress on communications law, has tried in vain to get constructive legislation through and stop the unconscionable rampages of the FCC's anti-radio majority. Instead, the Committee leadership has permitted the same majority to use it as a sort of sounding board for pet philosophies.

It may be too much to expect remedial legislation promptly as a result of the Sanders Bill hearings. There's still the Senate to be negotiated even if favorable House action is secured. But one thing appears certain: The FCC won't be turning handsprings on newspaper ownership, multiple ownership and other so-called "social reforms" while legislation is pending.

Half the job was done when the hearings began April 14. And full relief, in our judgment, will come, not through court adjudication, but through Congressional mandate.

They Say . . .

IT BOILS down to this. A few months ago if we hoped to stay in business, we had to worry about selling products. From now on, if we hope to stay in business, we'd better start worrying about selling the freedom-loving peoples of this world and this nation on putting Messrs. Hitler and Hirohito and Mussolini out of business *quick*.

I realize that the purpose of advertising is to build profits. And I realize that the only justification to a stockholder for a large advertising appropriation is the profit shown as a result of it. But I also maintain that if, instead of curtailing or cancelling appropriations, advertisers put their advertising to the service of their country, they would be helping make it possible to earn profits tomorrow in a free and self-initiating economy.

There is a war to be sold. There is a future to be made worthwhile fighting forward to. There is a free press to be maintained. There is a conversion from a pre-war world to a post-war world for American business to prepare

(*Continued on page 36*)

We Pay Our Respects To —

SIDNEY EUGENE CARR

IN 1928, Gene Carr took a six-month leave of absence from his post as instructor in voice at the University of Oregon School of Music because he was intrigued by radio and had the opportunity to sing on the air. However he didn't get much of a chance to sing for he found himself behind a desk in the Cleveland division of NBC with the title of program director.

Thus, the far-reaching results of a whim.

Today, he's assistant manager in charge of sales at WGAR, Cleveland. As yet, he hasn't managed to get back to his students and it looks as though they'd better not wait any longer for his return to the Oregon faculty.

Professorial in his appearance, mild and soft-spoken, Gene Carr works with seemingly the greatest deliberation, but things get done with surprising speed. The industry will testify to that, having seen him in action since last June as chairman of the NAB Sales Managers' Executive Committee. From the moment he took the job, things started happening. His first move was typical, one of those ideas that you view in retrospect as something that should have been done years ago, except that nobody thought of it.

Advertising agency time buyers and national sales representatives were invited to meet with the sales managers' committee. They were then asked point blank just what they wanted of the radio station sales manager. Were station coverage maps and surveys satisfactory? Could any improvements be made in the station rate cards? Were station schedules acceptable in their present forms? These and other queries were fired at the time buyers. Answers were prompt and to the point. Coverage maps and surveys were not entirely satisfactory. There was plenty of room for improvement in the rate card setup. Station schedules could be changed to the benefit of the time-buyer.

The information was quickly translated into action. Definite recommendations for coverage maps and surveys were issued to the industry. Rate cards were standardized, simplifying the work of the harrassed time buyer. A program schedule was recommended and quickly adopted by many stations. Local and national rates were clearly defined. The question of a new contract form was approached immediately. The problem created by checking services was brought out and aired and is well on the way to solution. Several new projects in the development of more department store and retail business were launched. Dealer cooperative advertising studies and Frank Pellegrin's now famous *Manual of Radio Advertising* came off the press. And six meetings on sales problems have been set for the NAB convention in Cleveland, May 11-14.

These and other phases of the work of the Sales Managers' Committee will be revealed and amplified when Gene Carr makes his report at the convention. Unpublicized action has been the engrosssment of the committe for the past year. Yet, more sales managers and agency executives will be present for the 1942 convention than any past NAB confab.

These are the things that reveal Gene Carr's rise to prominence in the broadcasting industry. Revelatory too is his slogan for the committee: "To make it easier for more advertisers to buy more time on more radio stations, and to take the burden of responsibility of sales management off the manager and owner in order that he may devote more time to industry problems."

He admits to one hobby—broadcasting. It is his opinion that hobbies are a form of escapism and that a man in love with his work has no desire to desert it for dillentante avocations. Of course, symphonies are relaxing. But in the main, it's radio all the way.

Like WGAR's head man, John Patt, he is a firm believer in vigorous institutional efforts on behalf of the individual radio station, efforts which have garnered for WGAR the Peabody citation in 1941 and the C.I.T. safety placque in 1939 and 1940.

Statistics: Gene Carr was born in Shelbyville, Ill., December 7, 1903. He was graduated from Westminster College in 1925; is married, has one daughter; is a member of Phi Gamma Delta, Phi Mu Alpha, Cleveland Advertising Club, Cleveland Rotary, Hermit Club, and the Boy Scout Council of Cleveland.

Personal NOTES

ALFRED MORTON and Dan Tuthill, president and vice-president, respectively of National Concert & Artists Corp., New York, were in Hollywood during the past week for conferences with Charles Smith, West Coast manager, on prospective and current clients. It was their first West Coast visit since the firm took over NBC Artists Service.

WILLIAM BURKE MILLER, eastern program manager of NBC and operating head of the program department under the direction of C. L. Menser, NBC program manager, has been assigned to an afternoon and evening schedule to handle network policy matters which arise during those times.

CHARLES STAHL, former general manager of WKNY, Kingston, N. Y., and WPEN, Philadelphia, has been appointed sales manager of WDAS, Philadelphia. He succeeds A. W. Dannenbaum Jr., commissioned a lieutenant in the Signal Corps.

WARNER HALL, service manager of spot sales of WJZ, New York, and BLUE, has joined the Army and is at present stationed at Camp Upton, N. Y.

ASHTON DUNN has resigned as director of personnel of NBC to serve as a major in charge of personnel matters in the Army Service of Supply. Ernest de La Ossa, formerly Dunn's assistant, has taken over his position.

CARL O. WYMAN, night supervisor of KDKA, Pittsburgh, who holds a lieutenancy in the Marine Corps Reserve has been called for active duty May 1.

EUGENE R. PEARSON and Randolph F. Smith have joined the sales staff of KOA, Denver, as account executives. Pearson was formerly assistant sales manager of the Denver Ford Motor Co. and Smith, formerly head of the copy department of the Rainier Brewing Co.

GORDON STUDEBAKER, director of the Script and Transcription Exchange of the U. S. Office of Education, has left to join the Army Air Corps and is serving in its information service. Named acting director in his place was R. R. Lowdermilk, of the Evaluation of School Broadcasts of Ohio State U.

MARVIN BEERS, formerly with the Department of Agriculture, has been appointed chief of radio for the Office of Civilian Defense.

JOSEPH LANG, general manager of WHOM, Jersey City, and chairman of the Foreign Language Committee of the NAB, will supervise the foreign-language radio campaign for the USO Greater New York appeal in cooperation with E. J. K. Bannvart, vice-president of the Biow agency and radio chairman of the USO New York committee.

MERRILL N. PHEATT, public relations director of WSPD, Toledo, has been commissioned a first lieutenant and has reported to Santa Ana, Cal., as public relations officer in the Army Air Force.

ROYAL E. PENNY, sales manager of WBT, Charlotte, has been appointed to the auxiliary fire service of the Charlotte Civilian Defense.

HOWARD O. PETERSON, commercial manager of WOW, Omaha, has been commissioned a major in the Army and has reported for duty as public relations officer for the 7th Corps Area with headquarters in Omaha.

CHARLES P. MANSHIP Jr., president of WJBO and W45BR, Baton Rouge, and vice-president of the *State-Times & Morning Advocate*, is now on duty as public relations officer for the 8th Naval District with headquarters at New Orleans. He has been commissioned a lieutenant j.g.

WARREN STOEFFER has been named manager of the Corvallis studios of KWIL, Albany, Ore., replacing Derwood Smith, inducted into the Army.

M. V. CHESNUT has been appointed manager of CJVI, Victoria, B. C. He was formerly manager of CKOC, Hamilton, Ont. He replaces Cecil L. Berry, who returns to manage CFGP, Grande Prairie, Alta.

RONALD SEDGWICK, 20-year-old son of Harry Sedgwick, of CFRB, Toronto, and chairman of the board of the Canadian Association of Broadcasters, has joined the Royal Canadian Air Force.

RONALD C. FRASER has been appointed commercial manager of CJLS, Yarmouth, N. S., succeeding Richard Irvine who has joined the Royal Canadian Air Force.

HEWITT KEES, chief engineer of KOH, Reno, has been named manager, replacing Jack Winston who has enlisted in the Army. Merrill Inch has reassumed his post as commercial manager. Tom Boland has been assigned as acting chief engineer.

MARK WOODS, president of BLUE, now on a countrywide tour, visited the new BLUE studio in San Francisco last week. From Hollywood, his next stop, he goes to Cleveland, returning to New York May 15.

WALKER G. WHITE, since 1932 manager of the Northeastern district of Westinghouse Elevator Co., has been named manager of the company's new emergency products division with responsibility for the production and delivery of all war equipment in government orders.

Joseph Claggett Seacrest

JOSEPH CLAGGETT SEACREST, 77, for 44 years publisher of the *Nebraska State Journal*, part-owner of KFAB-KFOR, Lincoln, and KOIL, Omaha, died in Lincoln April 21 after an illness of four years. He is survived by a widow and two sons, Fred S. and Joe W. Seacrest, who are in charge of the management of his properties. Several years ago he placed his interest in the *State Journal* and other properties in a continuing trust, which insures perpetuity of ownership of the newspaper. At the termination of the trust a large portion of the estate will be paid to the U of Nebraska.

DEPARTMENT and specialty stores will open the men's straw hat season with promotions May 18-21.

BEHIND the MIKE

HARLOW WILCOX, Hollywood announcer, has succeeded Bill Goodwin on the weekly CBS *Blondie* program sponsored by R. J. Reynolds Tobacco Co. Wilcox also announces the NBC *Fibber McGee & Mollie Show*, sponsored by S. C. Johnson & Sons. Goodwin, recently signed to a seven-year Paramount actor contract, continues as announcer-stooge on the weekly NBC *Burns & Allen Show*, sponsored by Lever Bros.

ROLPH BURR has been added to the announcing staff of KFRC, San Francisco.

FRED FOY, announcer of WJLB, Detroit, has announced his engagement to Kathleen Breihan, vocalist, with the wedding date set for early summer.

W. J. TOWNER, traffic manager of KMPC, Beverly Hills, Cal., and Kathryn Halbrook, of Memphis, were married in Yuma, Ariz., April 12.

HAROLD FAIR, program director of WHO, Des Moines, has been elected president of the Des Moines Civic Music Assn.

MARIAN NICHOLS, recent radio graduate of Ohio State U, has become the first woman announcer of KOB, Albuquerque.

PIERCE ADDIS, program promotion director of KFEL, Denver, has joined the Army Air Force being succeeded by Bethel Cardey. Fernita Knapp has joined KFEL's traffic department.

TY TYSON, baseball broadcaster of WWJ, Detroit, has been confined to Harper Hospital for an operation. In his absence Paul Williams is giving the accounts of Tiger games.

JOHN P. LEWIS, Floyd J. Ryel and Robert Ellis have joined the announcing staff of WCAO, Baltimore. Francis L. Dice, Raymond Moffett and John Ademy, WCAO announcers, have entered the service.

JERRY CAMPBELL, formerly of WMRO, Aurora, Ill., has joined the production staff of WLS Chicago.

SALOME SIMMONS, women's editor and announcer of KFEL, Denver, and Mark Hansen, conductor of KFEL programs, were married April 22.

RONALD DAWSON, formerly production director of the West Virginia Network, has joined the program staff of WHBF, Rock Island, Ill.

GEORGE GUYAN, announcer-supervisor of WBBM, Chicago, has left for officer training school in Miami. Bob Cunningham, staff announcer, succeeds him.

JACK GREGSON, program and production manager of KPAS, Pasadena, Cal., has resigned. Kee Maxwell and Bill Holmes, news writers, have also left the station.

BOB BACH, m.c. of the Saturday evening *Platterbrains* program on WMCA, New York, has joined the Army. Replacing him is Leonard Feather, who has been associated with the program as a record expert since it started on the station.

DOUG MELGES, formerly of WMIN, Minneapolis, has joined the announcing staff of WLOL Minneapolis. He replaces Peter Temple, who resigned to join the Navy.

Got His Egg

"EGGS is eggs,—and you can't bake a cake without them,—even on the air," declared Lou Woehr, sound effects technician of CBS-Chicago, when the accounting department questioned an order for eggs for a recent broadcast of *That Brewster Boy*. But Lou won, and the squishy sound of an egg being cracked open during a kitchen scene on the Wednesday night serial was exactly that.

PATRICIA LOCHRIDGE, of the special events department of CBS, is author of a feature story appearing in the May issue of *Woman's Home Companion* titled "The Unconquerable".

FRED BARR, announcer of WWRL, New York, is now program director.

RAY ERLENBORN, Hollywood sound effects man and stooge on the NBC *Al Pearce & His Gang*, and Margaret Lenhart, radio singer, will be married in June.

DON CORDRAY, former NBC announcer, has joined the announcing staff of WNEW, New York.

ROBERT LAWRENCE SMECK, formerly staff writer and producer of WIRE and WFBM, Indianapolis, and recently of McCann-Erickson, Chicago, as radio producer and writer, has joined WNEW, New York.

ROLAND BARBER, formerly announcer of KVSF, Sante Fe, N. M., has joined the announcing staff of W47NY, New York FM station owned by Muzak Corp.

CHARLES BALTIN, assistant director of the defense and war activities department of WHOM, Jersey City, has been named head of the production section of the New Jersey State Radio Assn., which will conduct a statewide meeting of State Teachers College, Trenton.

MARDI LILES, assistant program director of WWNC, Asheville, N. C., has joined the Marines. Ezra McIntosh, program director, is giving a series of radio lectures at the Asheville School for Boys.

PARKER GAYMAN, announcer, has joined KFRC, San Francisco, replacing Dick Wynne, who has joined the Marines.

JACK McDONALD, former public address announcer at the Seals Stadium in San Francisco, has joined KYA as sportscaster.

BETTY FOSSBINDER, formerly a speech teacher, has joined the announcing staff of WTAQ, Green Bay, Wis.

MORT WERNER, in Hollywood several years has joined KQW San Jose, Cal.

WALTER WILSON has been made assistant to Mort Lawrence, all-night announcer of WIP, Philadelphia, succeeding Milton Gottlieb, now in the Army.

JOHN D. SCHEUER has been appointed night supervisor of WFIL, Philadelphia. For two years he has been in charge of new business for Adrian Bauer Adv. Agency, Philadelphia.

JAMES ALLAN, director of publicity and special events of WFIL, Philadelphia, has received a lieutenant's commission in the Quartermasters Corps in Washington.

Have SPOT SALES Inc. tell you about

CINCINNATI'S ONLY COMPLETE RADIO SELLING SERVICE

① Finest technical facilities for intensive coverage of the Greater Cincinnati market and perfect production of your broadcast message.

② Finest program facilities of any Cincinnati Station.

③ A tested, effective merchandising program that keeps plugging your program and selling your product from broadcast to point-of-sale.

④ Ideal relations with the dealers who handle your product.

326 W. Madison	20 E. 57th St.	3rd & Market St.
CHICAGO	NEW YORK	SAN FRANCISCO
Pete Kurtzer	Loren Watson Peggy Stone	John Livingston

★ ★ ★ *it sells faster if it's*

WSAI DENTIFIED

5000 WATTS, DAY AND NIGHT—NBC AND BLUE NETWORKS

REPRESENTED BY SPOT SALES, INCORPORATED

BILL CONINE, formerly of KOME, Tulsa, has been named program manager of KOCY, Oklahoma City, replacing John Hollis who has joined the Army. Paul Duncan, also from KOME, has joined KOCY's announcing staff. Eric Norman has taken over announcing duties of Ted Andrews who has resumed baseball sportscasts.

OTIS T. WINGO, Washington correspondent of WMCA, New York, married Eleanor Lemly Bunker, of Washington, April 17.

LOUIS ROEN, NBC announcer on *The Guiding Light*, has been appointed commander of Squadron 4 of the Illinois Civilian Air Patrol.

DOROTHY CHADWICK, instructor at West Virginia U, replaces Ted Spears June 1 as director of the *Tri-State Farm and Home Hour* over WWVA, Wheeling. Until then she will work in conjunction with Don Hopkins, staff announcer. Spears left to join the Navy.

BOB PEEBLES, formerly of WJTN, Jamestown, N. Y., has joined the announcing staff of WCAE, Pittsburgh.

LES LIEBER, partner with Hal Davis in the New York publicity firm of Davis-Lieber, is on a three-week good neighbor tour of Cuba as leader of a six-piece orchestra. Sanctioned by the Government, the tour is sponsored by Martin Gosal, Havana cigarette firm, which is presenting the band on station Cadena Azul.

DON HASTINGS has been named news editor and newscaster of WIBC, Indianapolis.

RICHARD BELT, continuity chief of WHIO, Dayton, has received a Naval ensign's commission and will be stationed at the Great Lakes Naval Training Station. He is succeeded by George Lummus. Harry W. Butler, formerly of WCBS, Springfield, Ill., has joined the announcing staff of WHIO.

ANNAMAE DORNEY, of the press department of NBC Chicago, was married to James Griffin, Chicago attorney, April 18.

LEE BENNETT, former vocalist of Jan Garber's orchestra, has joined the announcing staff of WGN, Chicago.

IRA MARION, freelance writer, has joined the scriptwriting division of the BLUE, replacing Elizabeth Tödd, on leave of absence. Also joining the BLUE script staff May 15 will be Ranald MacDougall, formerly of the NBC script staff, who will replace Charles Newton, resigned.

PAUL COURTNEY, formerly copy desk man of the *Chicago Daily News* and State editor of the *Rockford Star*, has joined the news staff of WBBM, Chicago, replacing Tom Noble who has joined the Army.

BAYLISS CORBETT, newsman of KXOK, St. Louis, has entered the Army. He is replaced by Bill Gregory, formerly of the St. Louis bureau of INS.

BUD LYNCH, former sportscaster and publicity director of CKLW, Windsor-Detroit, and now in the Canadian Active Service Force, was married recently to Frances Gee at Hamilton, Ont.

GAY BATSON, announcer of WSMB, New Orleans, has resigned to join the Army.

CLAIRE HARRISON, continuity director of KWK, St. Louis, was presented an award for meritorious service to the Women's Advertising Club of St. Louis at the organization's recent gridiron dinner.

LEO BOLBY, sportscaster of WFBL, Syracuse, has joined the Army Air Force as a first lieutenant.

DAVID N. SIMMONS, promotion manager of KDYL, Salt Lake City, is radio coordinator for the local war bond sales committee.

SAM SIMMS, former member of Orrin Tucker's band and now an announcer of WFBM, Indianapolis, recently became the father of a girl.

DAVE MILLIGAN, continuity writer of WFBM, Indianapolis, underwent an appendectomy April 10.

ED DENKEMA, formerly of WOOD-WASH, and WLAV, Grand Rapids, joined the announcing staff of WKBZ, Muskegon, Mich. He replaces Louis T. Dwyer, who has joined KTSM, El Paso. Bill Bannett, new to radio, has joined the continuity staff of WKBZ.

PAUL KACZANDER, parttime announcer of W49D, Detroit, was announced winner in the Detroit Fred Allen contest. He has been awarded $200 and an all-expense trip to New York.

HAL NEAL, parttime announcer of W49D, Detroit, has joined the announcing staff of WJLB, Detroit.

LAURENS MOORE, formerly of the guest relations staff of NBC New York studios, has joined WGAC, Augusta, Ga., as announcer.

GEORGE A. PUTNAM, CBS announcer, has been named to handle commercial announcements for Ivory Snow heard in the East on *Junior Miss*, Shirley Temple's CBS program, sponsored by Procter & Gamble Co.

BETTY BARTON, who formerly conducted a program on WKY, Oklahoma City, has joined WWNY, Watertown, N. Y., and is broadcasting a five-times weekly women's participating program.

BEN BENSON, formerly announcer of KMTR, Hollywood, has joined KIEV, Glendale, Cal., in a similar capacity. He succeeds Gene Holce who resigned to join the Army. Bill Rogers, new to radio, has also joined KIEV as announcer, succeeding Fred Gwynn, resigned.

HOWARD FLYNN, former announcer of KSL, Salt Lake City, has joined KFI-KECA, Los Angeles, in a similar capacity. He succeeds Al Poska who resigned to join the Navy.

Dr. Shirley W. Wynne

DR. SHIRLEY WILMOTT WYNNE, 59, former health commissioner of New York and conductor of the five time weekly *Food Forum*, sponsored for the last year on WHN, New York, by the American Institute of Food Products, died April 19 at St. Luke's Hospital, New York, following an operation. According to WHN, the program will continue for the American Institute with a different conductor in charge, as yet unselected.

BECKER PURCHASES CONTROL OF WTBO

ACQUISITION of the control of WTBO, Cumberland, Md., by Frank V. Becker, general manager who already was a 50% stockholder, was authorized last Tuesday by the FCC. Mr. Becker, the FCC discloses, will pay $22,500 to Leon V. Pamphilon for his 49.6% holding in WTBO, thereby accruing a total of 99.6%. The other fractional stock is held by Charles Z. Heskett, local attorney.

Mr. Pamphilon, engineering supervisor of WFIL, Philadelphia, had bought his interest in WTBO along with Arnold Nygren, WFIL chief engineer, from Roger Clipp, general manager of WFIL, in the spring of 1939. Mr. Pamphilon subsequently bought out Mr. Nygren's share late in 1940. WTBO is on 820 kc. with 250 watts.

INDIANAPOLIS Broadcasting Inc., operator of WIRE, Indianapolis, has been elected to membership in the Advertising Federation of America.

"WHERE MUSIC SELLS THE WORLD'S GREATEST MARKET"

Say It With "Good" Music

Among WQXR's Regular Clients:

BEECHNUT GUM
BOTANY WORSTED MILLS
DUNHILL CIGARETTES
FELS NAPTHA SOAP
G & D WINES
GENERAL FOODS CORP.
GULDEN'S MUSTARD
JERGENS-WOODBURY BEAUTY AIDS
KRE-MEL DESSERT
MARTINSON'S COFFEE
PEPSI-COLA
REGENT CIGARETTES
RUPPERT BEER
SCHRAFFT'S RESTAURANTS
STROMBERG-CARLSON RADIOS
VICTOR RECORDS
WELCH'S GRAPE JUICE
WILLIAMS SHAVING PREPARATIONS

IT'S psychologically sound, it seems to us, that programs of good music can get people into a receptive mood better than anything else. WQXR's sponsors have been adding Bach and Tschaikowsky, Chopin and Liszt to their New York area sales forces—with *fortissimo* results!

For remember: nowhere else in the world are there so many people devoted to fine music as in New York. And WQXR is their only *continuous* source of fine music, day and night, in this New York area.

That's probably why so many homes have developed a unique brand of listener-loyalty toward WQXR. More than 16,000 of them, for example, send us $1 a year for our monthly program booklet. And it's the reason why WQXR has always ranked either *first* or *second* in listener-preference among all New York's 18 independent stations.

For New York sales, think of WQXR—where good music sells the world's richest market. WQXR, 730 Fifth Avenue. CIrcle 5-5566. Chicago Representative: The Forman Co., Wrigley Building.

NIGHT AND DAY

WQXR

THE HIGH FIDELITY STATION · NEW YORK

XUM

NEW NBC STUDIOS OPENED ON COAST

THE LUXURIOUS million dollar home of NBC in San Francisco started a week-long dedicatory program on Sunday, April 26, officially opening its doors to the public on that date. An invited studio audience witnessed a broadcast of the Jack Benny program. On the same date *One Man's Family* originated in the Bay City network studios.

Other Hollywood programs to be heard from San Francisco during the eight-day celebration are *Burns & Allen*, April 28; *Point Sublime*, April 29; *Al Pearce and His Gang*, April 30; *Whodunit*, May 1; *The Great Gildersleeve*, May 3. The regional show, *Hawthorne House*, will hold the spotlight on April 29 and a BLUE program, *Tune Out Time*, will be featured May 2.

The new NBC Building is jointly tenanted by NBC and the BLUE, the latter on a rental basis. San Francisco headquarters will be host to a number of visiting NBC executives during the week's celebration including Sidney Strotz, in charge of the NBC western division; John Swallow, program supervisor; Robert McAndrews, sales promotion manager; Harold Bock, publicity director; Frank Berend and Joe Alvin. From the BLUE will come Mark Woods, president, and Don E. Gilman, vice-president in charge of the western division.

WE Sells Subsidiary

SALE of Audio Productions Inc., to Frank Speidell, president, was announced April 20 by T. Kennedy Stevenson, vice-president of Western Electric Co., New York. For the last nine years, Audio Productions has been operating as a WE subsidiary engaged in production of industrial, advertising and training films. According to Mr. Speidell, the new firm will operate in association with Film Institute Inc., of which Lawrence J. Fox Jr. is president, and the board includes Joseph Cullman, Howard S. Cullman, John F. Wharton and others in publishing and financial circles. Mr. Fox will become treasurer of Audio, Mr. Speidell will continue as president with Herman Roessle, as vice-president and P. J. Mooney as secretary. Audio's new production center and general offices are at 630 Ninth Ave., New York.

New San Francisco Home of NBC

Protective Measures Taken By NBC Against Coast Bombing and Sabotage

GUARDING against breaking of communications by bombing or sabotage, a complete emergency wartime basis setup which can be put into operation on a moment's notice has been evolved by NBC Hollywood engineering, program and operations executives, according to Sidney N. Strotz, Western Division vice-president.

The entire staff has been organized for emergency purposes, with all men on 24-hour-a-day call, he said. In case of bombing or other attack during daylight hours, employes directly concerned with technical aspects will operate under the emergency setup.

Emergency Assignments

Other employes will report to shelters under supervision of air-raid wardens—Frank Figgins, Alex Petry and Ed Barker. First-aid workers, recently organized as a unit, report to Eloise Clark and Myron Elges, of the Pacific Coast BLUE sales division, also housed in the NBC Hollywood building. Maintenance men, under Claude Ferrel, have been trained in fighting incendiary bombs and complete fire-fighting and rescue equipment has been installed in the studios.

Engineers have established duplicate systems of lines for broadcasting and inter-city communication Mr. Strotz said in disclosing that disruption of regular power sources will be met by an emergency power unit installed for broadcasting, teletype operation and studio lighting. In addition an emergency control panel has been erected in an isolated section of the building for emergency use and supplementary studios are available to continue essential communication temporarily disrupted.

Short-wave equipment, designed for special events broadcasts, can be put into service to carry programs in case of complete line failure. Continuous broadcasting during blackouts is possible since the network's eight principal studios in that city are windowless. Vital engineering installations, newsroom, power plants and air conditioning system are also housed in windowless rooms.

in the CONTROL ROOM

BETTY MARIE COOK, graduate of the Shawnee NYA school, has joined the engineering staff of KOCY, Oklahoma City.

HAROLD DURHAM, formerly of KOCY, Oklahoma City, has been named studio engineer of WG Louisville.

FRANK LESTER, formerly of KOCY, Oklahoma City, has been named chief engineer of KWSO, Lawton, Okla.

JOHN OTT, technician of WCAE, Pittsburgh, has reenlisted in the Navy.

FRANCES NELSON has joined WWNC, Asheville, N. C.

LT. COL. ALFRED R. MARCY, former chief engineer of WFBL, Syracuse, is now commanding the 10 U. S. Infantry in the field.

GILLETTE OWNBY, formerly of KVOO, Tulsa, Okla., has joined KWON, Bartlesville, Okla., as chief engineer.

RAYMOND BROOKS, formerly of WSOO, Sault Ste. Marie, has joined the engineering staff of WKBZ, Muskegon, Mich. He replaces Hilbert Glade who has joined WHBF, Rock Island, Ill.

DON BALCOM, formerly of WBCM, Bay City, Mich., and John Bledsoe, from WXYZ, Detroit, have joined the technical staff of WJLB, Detroit.

ALLAN BODE, sound effects department director of KFWB, Hollywood, is the father of a boy born April 15.

FRANCIS X. SEIBOLD has joined the engineering staff of WCAO, Baltimore.

BERNE SURREY, sound effects man of WBBM, Chicago, on April 8 became the father of a daughter, Brianne.

They Say . . .

(*Continued from page 32*)

now. This is not "business-as-usual"—this is part of the whole business of licking Hitler and his cohorts. But it must be done with that in mind. And *we* have the psychological means and vehicles to help do it.

There are certain things the American public must know. They must know—deeply and intimately in their daily lives—what we are fighting for. They must be made to realize that this is, actually, and very really, a war of good against evil. They must be made aware that we have the potential power—if it is unified and brought together and made to work—to win this war. They must be made to understand that production, and the means for production, are vitally important to victory.

They must be shown how they individually, in their civilian life, can live and buy and finance the war with just as much effect as if they were out in front on the firing line fighting. They must be made enthusiastic about our fighting forces, so that they cheer them off when they leave for camp, so that they can get a thrill when they pass them on the street, so that they make their spirit contagious and transfer it by infection to every fighting front on which our boys put in their appearance.

This is a message which you can carry to advertisers who wonder what they can do. This is a "feeling" which you can help spread. Where advertisers feel they must curtail their advertising or cancel it altogether because they have no product to sell, you can make it clear that they have the greatest product in all history to sell—the survival of America. And advertising this product—which you can't exactly sell over the counter tomorrow for cash—rather than taking skin off their fundament will result in saving their own skin in the long run.—WALTER J. WEIR, *v.p. and copy director, Lord & Thomas, in talk before National Newspaper Promotion Assn. in New York, April*

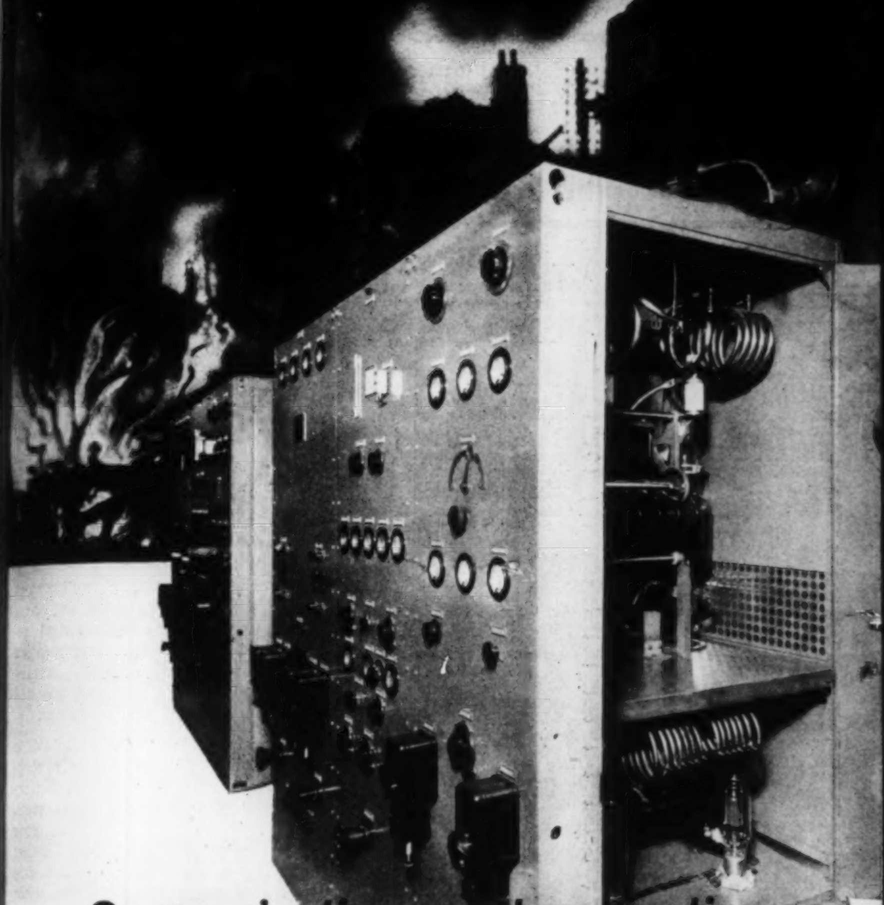
RCA has informed its dealers that it will allow 2 cents on each phonograph record returned to it. The records will be melted to make shellac.

In Southern California . . .

A big,
concentrated
selling job
at surprisingly
low rates

★ Soon 10,000 Watts
KMPC ★
★ LOS ANGELES ★ 710 KC

Affiliated in management with WJR, Detroit, WGAR, Cleveland.
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.



Communications centers continue functioning at peak efficiency with

AMPEREX

WATER AND AIR COOLED TRANSMITTING TUBES

One of the largest news gathering organizations, operating twenty-six transmitters in various parts of the world, reports highly satisfactory results under the severest conditions of actual service.

In the latter half of 1939, Amperex HF3000's and ZB3200's were installed in several of their transmitters.

After many other types of air-cooled and water-cooled tubes had been tried and found wanting, these Amperex HF3000 and ZB3200 tubes, which had been in continuous operation, were adopted for the entire system.

More than 100 types of Amperex Transmitting and Rectifying Tubes are available for rapid delivery.

Amperex
3000

AMPEREX

HF-3000 - ZB-3200

AMPEREX ELECTRONIC PRODUCTS

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Kellogg Co., Battle Creek (Pep), *ta*, thru Kenyon & Eckhardt, N. Y.

Peter Paul Inc, Naugatuck, Conn. (candy & Gum), 3 *sp* weekly, thru Platt-Forbes, N. Y.

National Biscuit Co., New York (NBC bread), *sa* weekly, thru McCann-Erickson, N. Y.

Eaton Paper Corp., Pittsfield, Mass., *ta* weekly, thru Grey Adv. Agency, N. Y.

Longines Wittnauer Co., New York, *sp* weekly, thru Arthur Rosenberg Co., N. Y.

Walker Remedy Co., Waterloo, *sa* weekly, thru Weston Barnett Inc., Waterloo.

Lady Esther Co., Chicago, *ta* weekly, thru Pedlar & Ryan, N. Y.

Hudson Coal Co., Scranton, 1 *sp* weekly, thru Leighton & Nelson, Schenectady, N. Y.

Kellogg Co., Battle Creek (corn flakes), *ta* weekly, thru J. Walter Thompson Co., N. Y.

Lehn & Fink, New York (Hinds Honey & Almond cream), *ta* weekly, thru William Esty Co., N. Y.

WKZO, Kalamazoo

Continental Oil Co., Ponca City, Okla. (Conoco products), 5 *ta* weekly, 18 weeks, thru Tracy-Locke-Dawson, Inc., N. Y.

Kellogg Co., Battle Creek (corn flakes), 10 *ta* weekly, 26 weeks, thru J. Walter Thompson Co., Chicago.

Lever Bros., Cambridge (Vimms), 9 *ta* weekly, 13 weeks, thru BBDO, N. Y.

Household Finance Corp., Chicago, 3 *ta* weekly, 26 weeks, thru BBDO, Chicago.

Sinclair Refining Co., Chicago, 1 *sp* weekly, 13 weeks, Hixson-O'Donnell Adv. Agency, N. Y.

The Weather Man, Chicago, 3 *sp* weekly, thru Robert Kahn & Assoc., Chicago.

Wm. H. Wise Co. (garden book), 6 *sp* weekly, thru Northwest Radio Advertising Co., Seattle.

Wm. H. Wise Co. (photography), 6 *sp* weekly, thru Northwest Radio Advertising Co., Seattle.

KFYR, Bismarck

Lever Bros., Cambridge, 15 *ta* weekly, thru Young & Rubicam, N. Y.

Procter & Gamble Co., Cincinnati, 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.

Continental Oil Co., Ponca City, Okla. (Conoco products), 5 *ta* weekly, 26 weeks, thru Tracy-Locke-Dawson, N. Y.

Heileman Brewing Co., La Crosse, Wis., 6 *ta* weekly, 13 weeks, thru L. W. Ramsey Co., Chicago.

Socony Vacuum Oil Co., New York, 6 *sp* weekly, thru J. Stirling Getchell, N. Y.

Lever Bros., Cambridge (Vimm Vitamins), 14 *ta* weekly, thru BBDO, N. Y.

Kellogg Co., Battle Creek, 19 *ta* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.

KFMB, San Diego

Wilson Packing Co., Los Angeles (hams), 6 *sp* weekly, thru Brisacher-Davis & Staff, Los Angeles.

Shaler Co., Waupun, Wis. (inner tube patch), 7 *ta* weekly, thru Kirkgasser-Drew Adv. Agency, Chicago.

KECA, Los Angeles

Chamberlain Labs., Des Moines (hand lotion), 2 *sa* weekly, thru Cary-Ainsworth Inc., Des Moines.

Pennant Oil & Grease Co., Los Angeles (motor oil), *sp* weekly, thru Brisacher Davis & Staff, Los Angeles.

KPAS, Pasadena

Lyon Van & Storage Co., Los Angeles (transportation, furniture), 5 *sa* weekly, thru BBDO, Hollywood.

WINS, New York

Riggio Tobacco Co., New York (Regent cigarettes), 100 *ta* weekly, 26 weeks, thru M. H. Hackett, N. Y.

WIS, Columbia

McKesson & Robbins, Bridgeport, Conn. (Sonetone), 9 *ta* weekly, 20 weeks, thru J. D. Tarcher & Co., N. Y.

Streitmann Biscuit Co., Cincinnati, 1 *sp* weekly, 13 weeks, thru Harry M. Miller Inc., Columbus.

Beechnut Packing Co., Canajoharie (chewing gum), *ta* weekly, 4 weeks, thru Newell-Emmett Co., N. Y.

Jacob Ruppert Brewery, New York, 6 *sp* weekly, 25 weeks, thru Ruthrauff & Ryan, N. Y.

Shell Refining Co., New York, 10 *ta* weekly, thru J. Walter Thompson Co., N. Y.

Beacon Chemical Co., Philadelphia, 3 *sa* weekly, thru James G. Lamb Co., Philadelphia.

Church & Dwight Co., New York, 6 *sa* weekly, thru Brooke, Smith, French & Dorrance, N. Y.

WQXR, New York

Jacob Ruppert Brewery, New York (beer and ale), 12 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Quaker Oats Co., Chicago (Sparkies), 6 *sa* weekly, 8 weeks, thru Ruthrauff & Ryan, Chicago.

Franklin Simon & Co., New York (fur storage department), 24 *sa* weekly, 2 weeks, thru Hirshon-Garfield, N. Y.

A. B. Campbell Carpet Cleaning Co., New York, 21 *sa* weekly, 13 weeks, thru Weiss & Geller, N. Y.

KHJ, Hollywood

Golden State Co., San Francisco (Eskimo pies), 7 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.

Procter & Gamble Co., Cincinnati (Lava soap), 6 *ta* weekly, thru Biow Co., N. Y.

Tryco Corp., Los Angeles (medical products), 12 *sa* weekly, thru T. Tyler Smith Adv., Hollywood.

Quaker Oats Co., Chicago (Sparkies), 6 *sp* weekly, thru Ruthrauff & Ryan, Chicago.

WABC, New York

Lehn & Fink Products, New York (Hinds Honey & Almond Cream), 5 *sa* weekly, thru William Esty Co., N. Y.

Ringling Brothers and Barnum & Bailey Combined Shows, New York, 3 *sa* weekly, thru Donahue & Coe, N. Y.

Terminal Barber Shops, New York, 2 *sa* weekly, thru Maxon, Inc., N. Y.

KFBK, Sacramento

Kellogg Co., Battle Creek, (Pep), 12 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

Chris Hansen Labs., Little Falls, N. Y. (Junket), 4 *ta* weekly, thru Mitchell-Faust, Chicago.

Kellogg Co., Battle Creek (corn flakes), 10 *ta* weekly, thru J. Walter Thompson Co., Chicago.

WAIT, Chicago

Sterling Insurance Co., Chicago, 7 *sp* weekly, thru Neal Adv. Agency, Chicago.

Brown & Williamson Tobacco Corp., Chicago (Raleigh cigarettes), 1 *sp* weekly, thru Russel M. Seeds Co., Chicago.

Quaker Oats Co., Chicago (Sparkies), 1 *t* and 1 *sa* weekly, thru Ruthrauff & Ryan, Chicago.

WGAR, Cleveland

Washington State Apple Assn., Wenatchee, Wash., 3 *sa* weekly, 5 weeks, thru J. Walter Thompson Co., N. Y.

Sweets Co. of America, New York (Tootsie Roll), 12 *sa* weekly, thru Milton Biow Co., N. Y.

National Biscuit Co., New York (NBC Bread), 7 *sa* weekly, 26 weeks, thru McCann-Erickson, N. Y.

Lady Esther Co., Chicago, 3 *sa* weekly, thru Pedlar & Ryan, N. Y.

I. J. Fox Inc., Cleveland (fur storage), 30 *sa* weekly, 6 weeks, thru Foley Adv. Co., Cleveland

California Fruit Growers' Exchange, Los Angeles, 10 *sa* weekly, 3 weeks, thru Lord & Thomas, Chicago.

Hollywood Film Studios, Hollywood (photographs), 3 *sp* weekly, thru Raymond R. Morgan, Hollywood.

Food Research Corp., Cleveland, 3 *sp* weekly, 33 weeks, thru Gregory Adv., Cleveland.

Quaker Oats Co., Chicago (Sparkies), 6 *sp* weekly, 9 weeks, thru Ruthrauff & Ryan, N. Y.

General Foods Corp., New York (Post Toasties), 1 *t* weekly, thru Benton & Bowles, N. Y.

KNX, Hollywood

Wesson Oil & Snowdrift Sales Co., New Orleans (salad oil), 3 *t* weekly, thru Fitzgerald Adv. Agency, New Orleans.

Golden State Co., San Francisco (dairy products), weekly *sa*, thru Ruthrauff & Ryan, San Francisco.

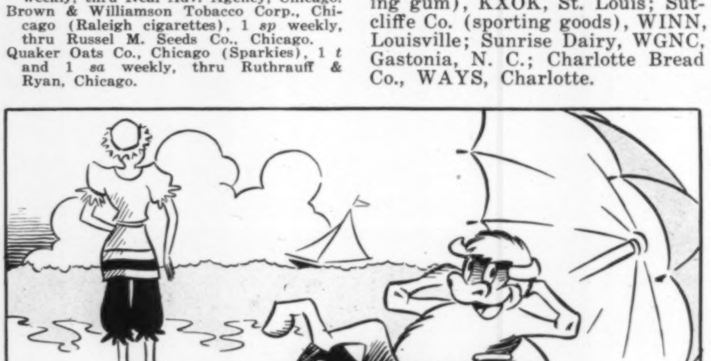
WJLB, Detroit

Fels & Co., Philadelphia (naphtha soap), 7 *sa*, 13 weeks, thru S. E. Roberts, Philadelphia.

Sherwin Williams Co., Cleveland (paints), *sa*, direct.

Sponsor 'Gang Busters'

SINCE *Gang Busters* has been offered by BLUE to individual outlets for local sponsorship for the summer, starting May 1 [BROADCASTING, April 20, 1942], 10 sponsors have signed for the program on 11 stations. Sponsors and local stations for the program, to be heard Friday, 8-8:30 p. m. are: Weill's Department Store, WJBO, Baton Rouge, La.; Crews Beggs Department store, KGHF, Pueblo, Col.; Stamford Ice Mfrs., WSRR, Stamford, Conn.; Iroquois Beer, WEBR, Buffalo; San Felice cigars, WAKR, Akron, and WING, Dayton; Carling's beer, WIZE, Springfield, Ill.; Clark Bros. (chewing gum), KXOK, St. Louis; Sutcliffe Co. (sporting goods), WINN, Louisville; Sunrise Dairy, WGNC, Gastonia, N. C.; Charlotte Bread Co., WAYS, Charlotte.



Complete coverage always reminds me of the Z net

Adv.

Oil Now Stressed In OFF Campaign

Stations Are Left to Write Their Own Continuities

MANAGERS of all broadcasting stations in the 17 Eastern States, the District of Columbia, Oregon and Washington, on April 22 were asked in a letter from William B. Lewis, assistant director of the Office of Facts & Figures, to cooperate in informing the public of the oil shortage which is becoming increasingly acute. A similar letter was sent to 56 network news commentators.

Attached to Mr. Lewis' letter was an official statement setting forth the situation and indicating that it is no longer possible to transport enough petroleum to meet essential war needs and normal civilian demands. Accordingly, the stations and commentators were asked to tell their audiences that unless very substantial reductions in gasoline consumption are achieved immediately, it may not be possible to supply gas and oil for necessary war purposes.

Situation Serious

"We ask your immediate cooperation," said Mr. Lewis, "in informing the public of these facts, and in stimulating within your community active participation by all citizens in campaigns to reduce gasoline consumption to minimum essential needs. Anything you can do in the way of constant explanation of the seriousness of this situation will be of tremendous value."

In accordance with the OFF's policy of leaving the writing of continuities on its special war messages to individual stations, their agencies and sponsors, Mr. Lewis did not enclose sample continuities. The statement supplied is so inclusive that continuities can readily be written from it and worked into scripts, comments or spot announcements.

The oil shortage message was emphasized as a special project over and above the so-called Network Allocation Plan and Radio War Guide, which are scheduled to start April 27 for two weeks and which ask stations and networks to emphasize war bonds, car pooling and salvage [BROADCASTING, April 20]. OFF states that from time to time there will probably be more "special messages" superimposed on the Network Allocation Plan and Radio War Guide.

Arakelian in Pa.

K. ARAKELIAN Inc., New York (Mission Bell wines) is conducting an extensive Pennsylvania radio campaign using WFIL, WDAS, Philadelphia; WRAW, Reading; KQV, Pittsburgh; WCBA, Allentown; WARM, Scranton; WBRE and WBEX, Wilkes-Barre; WKBO, Harrisburg. Agency handling this part of the campaign is Adrian Bauer Adv. Agency, Philadelphia. Other campaigns are being conducted in New York, Chicago and the Coast [BROADCASTING, April 6].

Radio Advertisers

ICE-CAPADES Inc., Pittsburgh, to promote the "Ice-Capades of 1942" at Pan-Pacific Auditorium, Los Angeles, in a two-week campaign which started April 17, is using 300 transcribed one-minute announcements featuring Don Wilson, announcer, on eight Southern California stations—KMTR KMPC KFWB KRKD KGFJ KFAC KFOX KFVD. In addition, a scattered schedule of quarter-hour remote broadcasts from the show, which started April 23, is being broadcast. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreery is account executive.

ALBERTS SUPER MARKETS, through Frederick W. Ziv Inc., Cincinnati, has renewed its weekly *Treasury Tunes*, half-hour defense stamp and bond awarding show, on WKRC, Cincinnati, with new format featuring Chick Mauthe's orchestra, Bill Welch Treasury Man and Nelson King announcer. WKRC feeds the show to WHIO, Dayton, and WCOL, Columbus, Thursdays, 8:30 p.m. In addition, the same account has signed for 100-word announcements on the *Woman's Hour* Mondays through Fridays.

AMERICAN BENEFIT INSURANCE Co., Orlando, Fla., has started a five-minute transcribed feature daily on WTSP, St. Petersburg, Fla.

INTERNATIONAL SHOE Co., St. Louis (Conformal division), on April 20 started thrice-weekly sponsorship of Myrna Dee Sergent, beauty, health and style expert, on WJJD, Chicago. Manhard Adv. Agency, St. Louis, handles the account.

SPOTCASTING BUILDS MORE SALES ...AT LOWER COST!

● More money for the HOT SPOTS

● Nothing wasted on the DEAD SPOTS

● Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

In Reverse

BELIEVED to be one of the few times a sponsor has bought radio time to ask the public *not* to use the service advertised, Yellow Cab Co., San Francisco, because of the tire shortage, during its twice-weekly quarter-hour program *California Story Teller* on 2 California Don Lee stations (KFRC KHJ) requests patrons to use taxis only when imperative. Other methods of travel are advocated. Agency is Rhodes & Davis Adv., San Francisco.

TERMINAL BARBER SHOPS, New York, on April 20 started thrice-weekly sponsorship of Johannes Steel's quarter-hour news analyses on WMCA, New York. The company also uses twice-weekly participations on Adelaide Hawley's *Woman's Page of the Air* program on WABC, New York. Agency is Maxon Inc., New York.

BIMINI HOT SPRINGS, Los Angeles (public swimming pool), on April 17 started for 13 weeks sponsoring a weekly half-hour amateur program titled *The Talent Parade*, on KFWB, Hollywood. Hal Hodge is writer-m.c., with Roy F. Irvin, agency producer. Western Adv. Agency, Los Angeles, has the account.

BARRON GRAY PACKING Co., San Jose, Cal. (Here's Health vegetable juice), on April 20 started for 13 weeks using six-weekly participations in the combined *Housewives Protective League* and *Sunrise Salute* on KNX, Hollywood. Agency is Long Adv. Service, San Jose.

A. S. BOYLE Co., Los Angeles, introducing a new product, Old English Household Cleaner, in a four-week test campaign ending May 12 is using daily spot announcements on KIEV, Glendale, and KFOX, Long Beach, Cal., with six participations weekly in Violet's Shopping Hi-Lights on KFVD. Agency is J. Walter Thompson Co., Los Angeles.

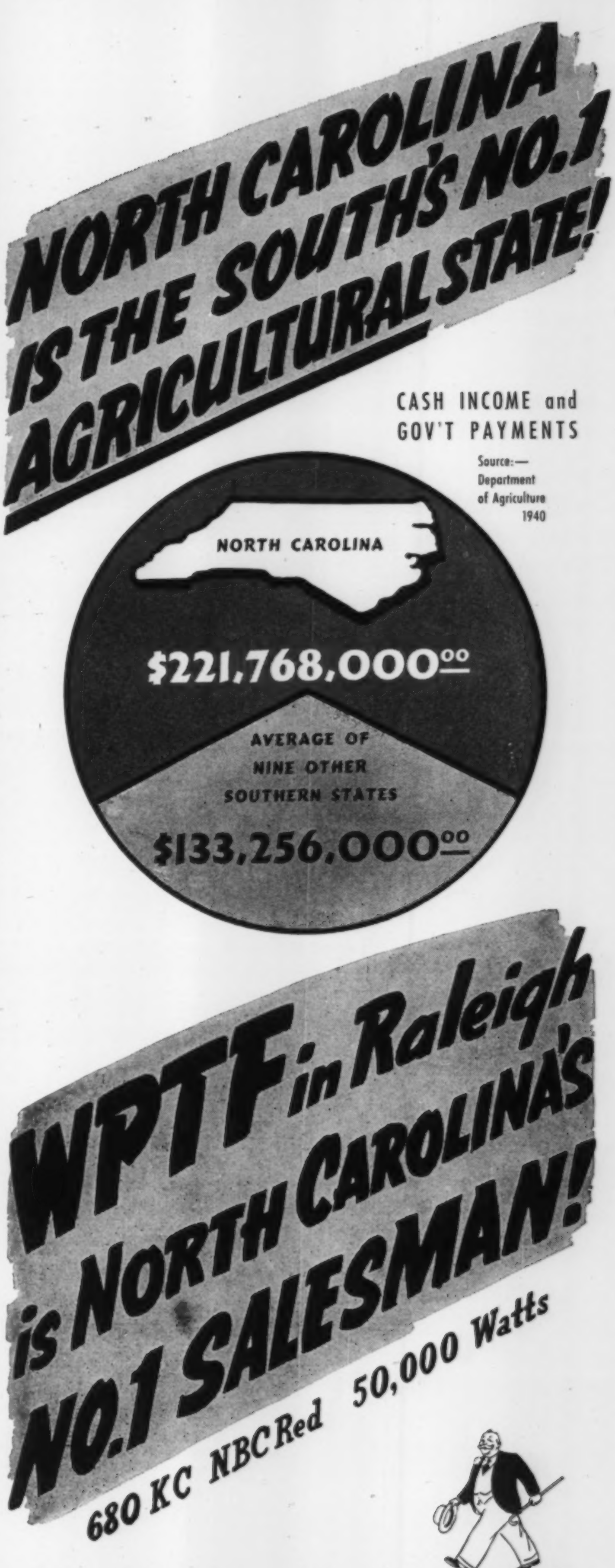
DAWN PUBLISHERS, New York (religious publications), has started *Voice of Tomorrow*, quarter-hour Sundays, religious program, on CJCB, Sydney, N. S.; CKCL, Toronto; CKLW, Windsor - Detroit; CJRC, Winnipeg; CFRN, Edmonton. Recordings were distributed by Dominion Broadcasting Co., Toronto.

INTERNATIONAL Varnish Co., Toronto, has started transcribed spot announcements five days weekly on CKOC, Hamilton, Ont.; CHEX, Peterborough, Ont.; CFCH, North Bay, Ont.; CFPL, London, Ont.; CFCN, Calgary; CFRN, Edmonton; CJRC, Winnipeg; CKCR, Kitchener, Ont.; CFOS, Owen Sound, Ont.; CFGP, Grande Prairie, Alta; CKCL, Toronto. Recordings were made and distributed by Dominion Broadcasting Co., Toronto.

FRANK FEHR BREWING Co., Louisville (XL Beer), at present using 35 one-minute spot announcements daily on WAVE, Louisville, about June 1 will expand its Louisville schedule to include announcements and programs on WHAS, WGRC and WINN. Agency is Lane, Benson, McClure, Chicago.

F. & M. SCHAEFER BREWING Co., Brooklyn beer), on May 11 shifts *The Schaefer Revue* from a half-hour weekly show on WEAF, New York, to twice weekly, 7:30-7:45 p.m. on the same station. Agency is BBDO, New York.

BRODIE & HARVIE Ltd., Montreal (flour, jelly and pudding powders), has started daily spot announcements on CKAC, Montreal, placed by J. J. Gibbons Ltd., Montreal.


NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS

Source:—Department of Agriculture 1940

NORTH CAROLINA

$221,768,000.00

AVERAGE OF NINE OTHER SOUTHERN STATES

$133,256,000.00

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

]

FM Facilities of WWSW Relay Games to WSTV

USING FM for relay purposes WWSW, Pittsburgh, is feeding accounts of the Pirates ball games to WSTV, Steubenville, O., over its high frequency adjunct, W47P. Despite the 35 miles of hilly terrain separating the two stations, WSTV reports that its reception and rebroadcast are flawless.

Recordings off the air have been made as evidence of its fidelity and have been forwarded to N. W. Ayer & Son, agency which placed the baseball broadcasts for Atlantic Refining and General Mills. WSTV and WJPA, Washington, Pa., successfully used FM last month for a similar pickup of the Bobo-Franklin prize fight in Pittsburgh.

KRMC Power Cut for Better Frequency Not to Be Taken as Precedent, Says FCC

ACTION of the FCC a fortnight ago in assigning KRMC, Jamestown, N. D., to the 600 kc. regional frequency with 250 watts day and 100 watts night, caused some speculation in Washington over the wartime licensing policy of the FCC. Pursuant to the Havana Treaty, regulations prescribe that frequencies shall be used for the precise classification of stations specified under Treaty definitions, unless no other facility is available.

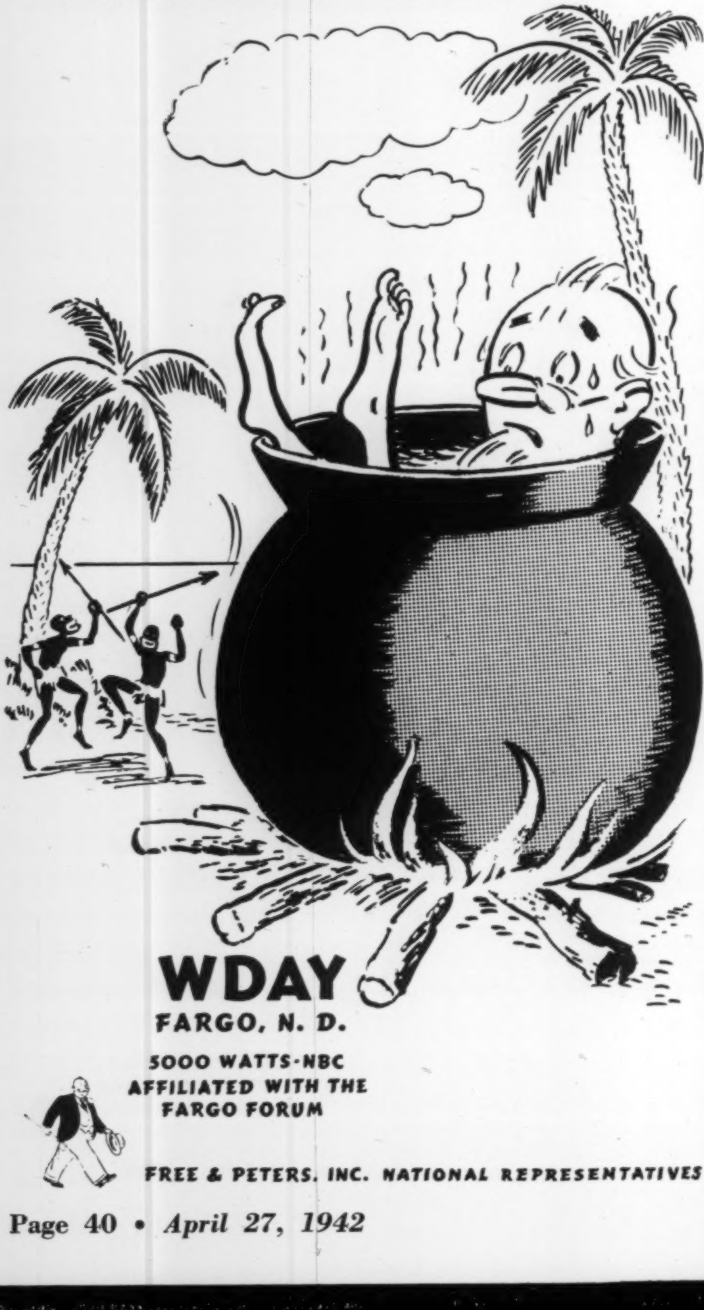
In a memorandum opinion [BROADCASTING, April 20], the FCC said that while 600 kc. is available for use by a station of greater power than that used by KRMC, such an increase would involve use of critical materials and would be in conflict with policy being followed under wartime freeze orders. "It is expected that the station will, when appropriate, make application for increased power and operation with a directional antenna," the memorandum opinion stated.

Not a Precedent

KRMC heretofore has operated with 250 watts fulltime on 1400 kc. The new authorization, giving the station greater coverage due to the improved frequency, reduces its night power to 100 watts, with 250 watts until local sunset.

In its notification to other nations signatory to the Havana Treaty, the FCC specified KRMC as a Class IV (local) station on 600 kc., whereas the channel, under the Treaty, is specified as a Class III (regional).

While broadcasters speculate upon future authorizations of this kind, irrespective of channel class, as a means of avoiding use of critical materials and at the same time increasing service, the FCC in its memorandum opinion said it wished to make it clear that the decision "is not to be taken as a precedent for future action in a case involving construction or where it appears that proposed frequency changes do involve the allocation of additional quartz crystals for broadcast use, or where any substantial amount of materials, will be in any way involved."



"DON'T FERGIT, FELLERS—BUSINESS IS BOILIN' IN THE RED RIVER VALLEY! AND WDAY KIN SHOW YOU HOW TO COOK UP SOME FER YERSELF!"

WDAY
FARGO, N. D.
5000 WATTS-NBC
AFFILIATED WITH THE
FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Hearing Set on WHAL Construction Extension

HEARING on the advisability of an extension of time for the construction of the new WHAL, Saginaw, Mich., an outstanding construction permit since 1939, was ordered last week by the FCC.

According to the commission, its action is based on the Feb. 23 freeze recommendation as Saginaw is said to be already receiving primary service and since actual construction of the station has not yet been started and the necessary materials are not immediately available. WHAL was granted to Harold F. Gross, operator of WJIM, Lansing, Mich., and Edmund F. Shields for 500 watts daytime on 950 kc., since shifted to 980 kc. under NARBA.

The application of KYW, Philadelphia, for extension of its construction permit for directional antenna changes was designated for hearing for similar reasons as were the new station applications of the Eastern Pennsylvania Broadcasting Corp., Scranton, asking 5,000 watts on 590 kc. with directional antenna; Aloha Broadcasting Co. Ltd., Honolulu, seeking 250 watts on 1400 kc.

INSTALLATION of a new 5,000-watt Westinghouse transmitter is expected to be completed by late May by WCAO, Baltimore.

Meet the LADIES

JEANETTE HOLADAY

FIVE FEET and four inches of vitality that's all wound up in radio work—that's Jeanette Holaday, who can easily claim to being the busiest woman on the student staff of WSUI, operated by the University of Iowa in Iowa City.

Not content to be just an actress, she turns out continuity and scripts for the station, serves as woman commentator at university dances, conducts a *Views & Interviews* program, and has the distinction of being the first woman announcer on the station in its new wartime woman-voiced policy.

In the morning she tells homemakers about a tempting recipe she has taken from her mother's cookbook, then in the afternoon pleases the jam-and-jive fans with her *Tea Time* half-hour of recorded tunes. When Jeanette takes time out from radio and her senior classwork. it's either canoeing or a tennis game.

Clancy Heads Miles Sales

FRANK G. CLANCY, since 1931 vice-president and general manager of Miles California Co., Los Angeles (Alka Seltzer), on July 1 becomes general sales manager of Miles Labs. and will be headquartered in Elkhart, Ind. He retains his vice-presidency of the California organization. Don P. Wittkopp, for the last ten years in charge of the firm's San Francisco office, is being transferred to Los Angeles as general manager.

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

BROADCASTING
Broadcast Advertising

Featuring

the important (May 11) N A B CONVENTION ISSUE

New, Accurate
WARTIME GUIDE
Including--

1. **Radio's business outlook, as seen by leading authorities.**
2. **Complete guide to Federal departments, bureaus and agencies with particular emphasis on their radio setups.**
3. **What to do and where to go on radio priorities.**
4. **New business fields open to radio in a wartime economy.**
5. **Complete preview of the first wartime meeting of the National Association of Broadcasters.**

This big edition will be mailed before and distributed at the NAB Convention convening May 11 in Cleveland.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

One Page, $230 • Half Page, $130 • Quarter Page, $72

USO Recording Military For Local Rebroadcasts

IN A DRIVE to provide local stations with recorded messages of their hometown boys in various camps and bases all over the country, the USO last Tuesday started a mobile unit on a tour of Army centers, Naval stations and USO clubs in the New England States. The unit will record special quarter-hour discs of service men whose homes are in a particular locality and then offer the discs to stations in that community for rebroadcast purposes. The series will be titled *Your Soldier*.

The tour was launched by Fulton Lewis jr., MBS commentator, with ceremonies at the WOL, Washington, studio building. Attending were Lt. Comdr. Edward A. Hayes, USN; Maj. Harold Kent, Army; Jerry Butcher, USO radio director; Arthur Stringer, representing the NAB.

The first trip of the unit is under the supervision of Martin H. Work, radio consultant for the National Catholic Community Service, a USO member agency. It is planned that the recording program will be considerably expanded later.

CAESAR PETRILLO, musical director of WBBM, Chicago; Nelson Shawn, radio director of Arthur Meyerhoff & Co., Chicago, and Edward Ross, the authors of the hit song *Jim*, have written a sequel titled, *Jim Went Away*.

Purely PROGRAMS

EMPHASIZING the tyrannical rule of the oppressors, is the newly launched *Alias John Freedom*, which originates from KGO, San Francisco, for the BLUE Sundays, 7-7:30 p.m. (EWT). The program is written by Forrest Barnes. "John Freedom" is a dominant personality in the Axis-occupied nations to rescue the weak and oppressed and destroy the foes of freedom-loving people. In a swiftly paced version of war-torn Europe and Asia, each weekly adventure will shift locale and characters to reveal "John Freedom" rallying to the cause of free men and women throughout the world.

* * *

A Bachelor's Suggestion

WORKING on the supposition that men can do a better sales job to the fair ears than women, KTKC, Visalia, Cal., is presenting *Bachelor Shopper* with a character, "Bachelor Bill", discussing what he would like for meals and directing attention to sponsor's food specials.

* * *

Angler News

IZAAK WALTONS of the Northwest continue to learn of best fishing areas through *Fishing Bulletin* which on April 17 started its 11th year on KALE, Portland, with Bob Henderson at the mike.

Musical Morale

TYING in with President Roosevelt's recent request for more martial music, CBS on April 19 opened a new series, *Spirit of '42*, keyed from Washington via WJSV. Kate Smith appeared on the first program as guest mistress of ceremonies. Musical fare was supplied by the Navy band for the first program and Miss Smith sang favorite songs of seamen. In addition she addressed a morale message to listeners. On future programs other branches of the armed forces will be featured alternately with their respective musical aggregations. Ted Collins produces and directs the entire series.

* * *

OPA Information

CONSUMERS can hear questions on price control, rationing and consumer problems explained on *OPA Answers*, weekly quarter-hour on WAAF, Chicago, under the sponsorship of the Chicago information division of the Office For Emergency Management. John C. Weigel, regional director of OPA, and Henry Kingston, radio advisor to several war agencies in Chicago, conduct the program and answer queries from listeners.

* * *

Purely Sustaining

LIKE CREDITING a bachelor with a bouncing baby boy, BROADCASTING April 13 erroneously described the *Blessed Eventer*, a program dealing with vital statistics which actually originates at WWSW, Pittsburgh, under the sponsorship of four local business firms, as being broadcast by WILL, Urbana, the U of Illinois' non-commercial station.

* * *

Wartime Farming

NEW monthly farm program series on the Canadian Broadcasting Corp. network is *The War and Your Farm*. The program encourages discussion of modern farm techniques so that Canadian farmers may produce best in wartime, dealing with immediate wartime problems. First talk, on April 27, was on the subject of farm machinery.

ESSEX TAKES HELM AT WINSTON-SALEM

Mr. Essex

APPOINTMENT of Harold Essex, sales manager of WSJS, Winston-Salem, as director of operations of that station and of FM station W45MM, under construction, was announced last week by Gordon Gray, president of the stations and of the Piedmont Publishing Co. Mr. Gray himself has enlisted as a volunteer officer candidate in the Army [BROADCASTING, April 20].

Mr. Essex has been connected with WSJS since September, 1939 when he was employed as sales manager. Prior to that he worked for 10 years as promotion manager of the *Chicago Times*, and before that he had served as managing editor and later as general manager of the *Greensboro* (N. C.) *Record*.

Mr. Essex said that W45MM, being constructed on Klingman's Peak, adjacent to Mt. Mitchell, would go on the air about May 15 with reduced power. It holds a construction permit for 50,000 watts.

Robert C. Estes, of the announcing staff of WSJS, has been named production manager of the FM station, and C. M. Smith will continue as its chief engineer. Norris O'Neil, business manager of WSJS, also has been named business manager of W45MM. John E. Miller is program director and Philip Hedrick is chief engineer of WSJS.

Food for Health

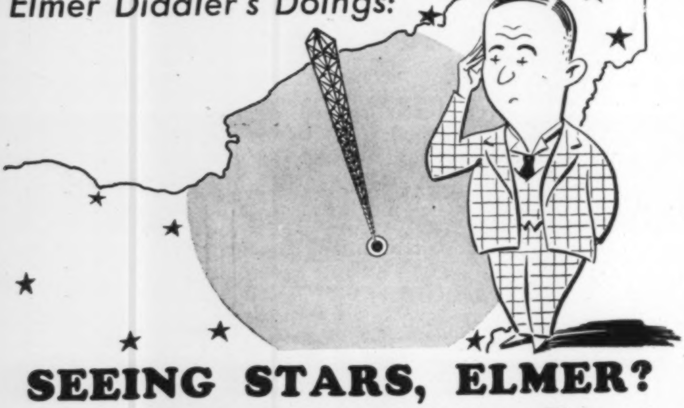
TO BRING the homemaker scientific facts on nutrition for her daily menu, CBS will start a special series of seven broadcasts on its regular weekly program *Highways to Health*. Each broadcast will feature a talk by a doctor on various aspects of "Food Facts and Nutrition."

* * *

For Servicemen

PACIFIC COAST feature on the BLUE, titled *Your Blind Date*, on April 27 will become a coast-to-coast series for men in the armed forces, and will include community sings, the reading of a letter by a service man's mother to her son, and short sketches.

Elmer Diddler's Doings:



SEEING STARS, ELMER?

All those stars that you're looking at, Elmer, are NBC Red stations. They are very happy to be NBC Red because that's the Network that took all those awards last year—favorite programs, favorite entertainers, etc.

But see how within that big shaded portion there's just one dot. Got NBC Red all to itself up there in central and eastern New York and western New England. That's just one reason why WGY is a must on any radio advertising campaign. Other reasons:

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

★ WGY was the nation's first 50,000-watt station.

★ WGY is the airea's only 50,000-watt station.

★ WGY is the airea's only 20-year veteran.

WGY-67

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. _ Representatives

Agencies

BILL LAWRENCE, radio producer of Pedlar & Ryan, New York, is in Hollywood to handle production of *Songs by Dinah Shore* on the BLUE, and will return to New York in a month. Starting May 1, the program will originate from Hollywood, sponsored by Bristol-Myers Co., New York for Mum.

ETHEL HARRIS GREGORY, copywriter for packaged goods advertising, formerly of Sherman K. Ellis & Co., New York, has joined the copy staff of Duane Jones Co., New York, to specialize in radio commercials written from the feminine angle.

CARROLL NYE, of the publicity department of Young & Rubicam, Hollywood, has been assigned to the research staff in the agency's New York office for the summer, to work on the *We, The People at War* program, which started April 26 on CBS for Gulf Oil Corp.

THOMAS CAMPBELL, formerly timebuyer of Paris & Peart, New York, and previously with NBC, has joined the sales staff of the Branham Co., New York, station representative.

BLOUNT SLADE, for several years with Brooke, Smith, French & Dorrance, has been appointed vice-president of that agency. He was formerly associated with Maxon Inc.

GENERAL ADV. AGENCY, Los Angeles, has moved its offices to 6518 Selma Ave., Hollywood. Telephone number is Hempstead 5129.

JOHN E. ROBERSON, formerly an executive of Charles W. Hoyt Co., and Federal Adv. in New York, has joined the executive staff of Roy S. Durstine, New York.

Form New Agency

MURRAY R. DIRECTOR, former partner of Bryde, Richard & Pound, and Edward Lane, former copy chief of the same agency, have formed Director & Lane Adv. Agency at 250 W. 57th St., New York; telephone, Circle 6-1733. Company will handle radio accounts, but has not yet announced the names of the advertisers nor plans. No radio director has been appointed.

ADRIAN SAMISCH, who for the past months has been with Paramount Pictures as a director, has rejoined Young & Rubicam, New York, and is temporarily handling the *March of Time* program on the BLUE.

PETER JOHNSON, formerly writer, producer and commentator on the program *Health Is King*, sponsored by American Health Products Assn., on KFRC, San Francisco, has been appointed radio director of Faraon Jay Moss Adv. Agency, Hollywood.

MITCHELL BENSON, formerly of the radio department of J. M. Mathes Inc., New York, and previously commercial program manager of WOR, New York, has joined Lord & Thomas, New York, as assistant to Carl Stanton, radio director, to work on special accounts.

W. S. MOWAT, timebuyer of J. Walter Thompson Co. Ltd., Montreal, has joined the Royal Canadian Artillery as lieutenant. Walter Telford of the Montreal office has been transferred to the executive staff of the agency's Toronto office.

DARRELL C. ROBERTS, formerly assistant advertising manager of Chrysler Sales Corp., and recently advertising manager of Willys-Overland, has joined Willard C. Myers Adv. Agency, Philadelphia.

BRUNO W. RANDOLPH, account executive of J. Stirling Getchell, Inc., New York, has been elected vice-president. Randolph has been handling the agency's account with Schenley Distillers Corp., New York, for Golden Wedding and Schenley whiskies. During a 10-year stay abroad, he was Central European manager of McCann-Erickson, New York, as director of Lintas Ltd., London, serving also as advertising consultant to the Continental Committee of Unilever Ltd., London.

H. H. HUDSON, Walter Niffin, and Ted Stern will assist George Duram, in charge of media, in the placement of time and space, in a reassignment of time and spacebuying duties at H. W. Kastor & Sons Adv. Co., Chicago.

FRED F. HUBLER, formerly advertising manager of Petroleum Rectifying Co. and Tretolite Co., Los Angeles, has joined the McCarty Co., that city, as account executive.

MARY GREEN, former San Francisco production manager of the recently discontinued agency, Cesana & Associates, has joined the advertising department of Roma Wine Co., Fresno.

N. LOYE MINOR, formerly account executive in the radio department of Huber Hoge & Sons, New York, has joined Equity Adv. Agency, New York, as radio director, bringing with him the American Schools account, currently using five-minute transcriptions on 24 stations.

HARRISON T. McCLUNG has been appointed acting Pacific Coast manager of J. Walter Thompson Co. He has been in charge of the firm's creative facilities in San Francisco since 1934. Norman Strouse is his assistant.

JOHN O'BRIEN, formerly associate editor of *The Progressive Grocer*, has joined Compton Adv., New York, in an executive capacity.

L & T Promotions

LEONARD M. MASIUS, vice-president and manager of Lord & Thomas, New York, has been elected vice-president, and Walter J. Weir, copy director, has been elected vice-president of the agency. Weir was associated with J. M. Mathes and with N. W. Ayer, New York firms, prior to joining Lord & Thomas. Masius joined Lord & Thomas in 1926 and resided in London for some years as managing director of European business. He became manager of the New York office in 1940.

Enter Federal Service

SIDNEY W. DEAN Jr., vice-president and account executive of J. Walter Thompson Co., New York, has resigned to join the office of the Coordinator of Information. Also resigned from the agency to go into Government work are William C. McKeehan Jr., and Clement H. Watson, both vice-presidents and account executives of the agency.

LAWTON CAMPBELL, New York vice-president and radio director of Ruthrauff & Ryan, is in Hollywood to discuss summer replacement shows with Thomas Freebairn-Smith, agency producer.

JOHN J. LOUIS, Chicago vice-president and radio director of Needham, Louis & Brorby, was in Hollywood during the past week for conferences with Cecil Underwood, agency manager-producer.

WKGV, Charleston, W. Va., has appointed Joseph Hershey McGillvra as its national sales representative.

In St. Louis

More MUSIC

More NEWS

More SPORTS

Than Any Other Network Station

ST. LOUIS

KWK – MUTUAL

AGENCY *Appointments*

HOUSE OF HOLLYWOOD, Los Angeles (cosmetics), to Eugene F. Rouse & Co., that city. No radio plans.

GOOD LUCK FOOD Co., Inc., Rochester, N. Y. (desserts), to Moser & Cotins, Utica, N. Y.

A. B. CAMPBELL Carpet Cleaning Co., New York, to Weiss & Geller, N. Y. Radio and newspaper advertising planned.

CALIFORNIA Aircraft Institute, Los Angeles, to Hillman-Shane & Breyer Adv. Agency, that city.

FELLER-JONES Corp., New York (Taftolene hosiery rinse), to Moselle Adv. Co., New York. Using radio, newspapers and magazines.

NORTH AMERICAN AVIATION Inc., Inglewood, Cal. (plane production), to BBDO, Hollywood. Plans being formulated for a Hollywood-originating radio series.

FEHR, FRANK, BREWING Co., Louisville, to Lane, Benson & McClure Inc., Chicago. Account executive—R. Lloyd Smith.

GOOD LUCK FOOD Co., Rochester, to Moser & Cotins, Utica.

EMBRY RIDDLE SCHOOL of Aviation, Miami, to John E. Vodicka & Assoc., Miami. Said to use radio.

GOODYEAR AIRCRAFT Corp., Akron, to N. W. Ayer & Son, Philadelphia, and Arthur Kudner Inc., N. Y. Said to use radio

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SERIES of transcribed sports episodes, with Sam Balter, sportscaster, as script writer and narrator, has been scheduled for 47 stations since it was released by Frederic W. Ziv, Cincinnati. Entitled *One for the Book*, the series consists of 260 five-minute programs featuring sports anecdotes.

Aspertane Takes Van Horn

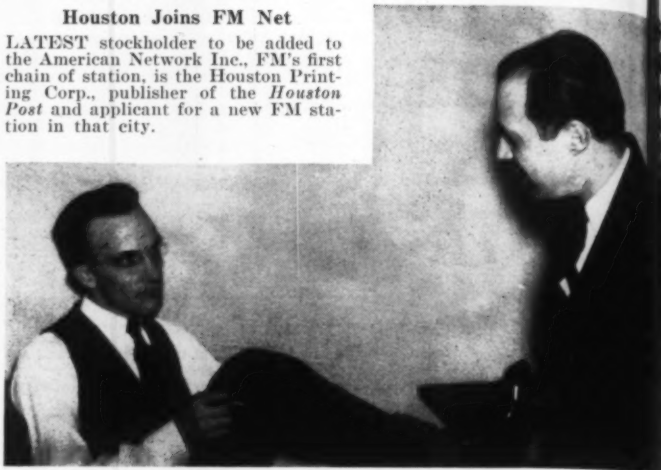
ARTHUR VAN HORN, newscaster and news editor of WOR, New York, has started five times weekly AP news reports on 90 MBS stations from 1:30-1:35 p.m. The series is sponsored thrice weekly by Whitehall Pharmacal Co., New York, for Aspertane and is heard on a sustaining basis the other two days. He will continue his five-times weekly quarter-hour newscasts on WOR at 11 a.m., sponsored on alternate days by Manhattan Soap Co., New York, and McKesson & Robbins, Bridgeport, Conn. Van Horn was news editor and announcer of KFRC, San Francisco, until he joined WOR three months ago.

Cooks Products Starts

COOKS PRODUCTS Corp., San Francisco (Girard salad dressing), on April 19 started sponsoring a combination news - musical program titled *The Little Show*, on a hookup of Don Lee stations KHJ, Los Angeles, and KFRC, San Francisco, Sunday, 11-11:15 a.m. (PWT). Contract is for 26 weeks. Weekly quarter - hour feature, based on the AP radio wire, combines unique news accounts, human interest war features, thumbnail biographical sketches of famous personalities and recorded music. Ray Lewis is narrator and m.c. Rhodes & Davis Adv., San Francisco, has the account.

Houston Joins FM Net

LATEST stockholder to be added to the American Network Inc., FM's first chain of station, is the Houston Printing Corp., publisher of the *Houston Post* and applicant for a new FM station in that city.



"MOUSE" STRAIGHT Inc. is the name of Kansas City's newest advertising agency, formed by the former radio director of Ferry-Hanly Co., Kansas City. M. H. Straight (left) announced formation of the agency April 15 after having taken a leave of absence to serve as publicity director for the Citizens Ticket in the city's municipal election campaign which ended March 31 and secured ten out of 11 offices. With him is Kenneth E. Midgley, Citizens campaign director. The new agency will specialize in transcription production and placements with its own writer-producer-actor combination.

The Other Fellow's VIEWPOINT

Help, Uncle Sam!

EDITOR, BROADCASTING:

As manager of a local station with a small staff, depleted by the war, I most heartily agree with the Pacific Coast station.* As a conservation move, to save paper and man-power, I think the Federal Trade Commisison should make less frequent demands for copies of ads for the duration. I believe the smaller the station the less frequent should be the FTC demands.

Because of depleted staff, I seldom write letters to publications. As long as I am doing so, may I add several more observations.

The Government could cooperate with farmers in the Midwest, away from the seacoasts, by allowing one weather forecast a day at noon, when most farmers listen to their local radio stations, which cannot he heard on the seacoasts during the noon hour, because of distance and interference from other stations on the same waves.

I think that radio stations should be given priorities on tubes, condensers and other necessary equipment to keep them on the air.

I think stations should be allowed to purchase tires and tubes for the cars of its engineers and for trucks used in remote broadcasts.

If any plan of allocation of labor to essential war industries is adopted, I believe sufficient technicians should be allocated to radio stations to keep them on the air. Recently our chief engineer had to work 80 hours a week for several weeks, because he could not get an assistant.

ART THOMAS, *Manager*
WJAG, Norfolk, Neb.

April 13, 1942.

Shame on Us!

EDITOR, BROADCASTING:

Was sitting here in Jim Woodruff's Atlanta ether emporium when I ran across a copy of [BROADCASTING, March 23], which carried a story on the *Army Hour*.

Note that it led off with "For the first time . . . a show to accomplish a military mission, etc., has been produced and sponsored by the U. S. Army . . ."

Shame on you to forget all the columns of stuff you wrote about the Radio Public Relations section of the Second Army of Lt. Gen. Ben Lear in the Arkansas-Louisiana maneuvers. Don't you recall that under sponsorship of the Second Army, we produced a show every other day for Mutual, every day for the Texas State Network, featuring soldiers, written by soldiers, transcribed by soldiers, and the only method by which soldiers in the field away from newspapers would know what was going on?

Two of the Washington joes your story mentions were with me in the venture, too—Brooks Watson and Lt. Rankin Roberts . . .

BARNEY OLDFIELD,
Captain, Infantry School,
Ft. Benning, Ga.

April 19.

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*From editorial published in April 13 issue: "Unless the Federal Trade Commission has urgent reason for checking radio copy for as frequent intervals as in the past, no doubt an immense paper tonnage, not to mention hours of time or depleted staffs of stations could be saved, if the orders for duplicate copy of all ads could be far less frequent until the war is won."

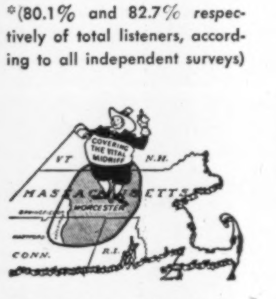
WHEN NEWS TIME COMES AROUND

80% of listeners in Central New England tune to WTAG

At one o'clock WTAG's News Service has a rating of 27.4*; in the early evening 25.5*. The nearest approach to these ratings at anytime of day by any other station heard in Central New England is 10.3. Even then for the same period WTAG's rating goes to 10.9. The complete story of WTAG's leadership is yours for the asking.

When You Buy Time—Buy An Audience

*(80.1% and 82.7% respectively of total listeners, according to all independent surveys)



WTAG
WORCESTER

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & COMPANY, INC.
NATIONAL REPRESENTATIVES
Owned and operated by The Worcester Telegram-Gazette

Where But
WSYR
SYRACUSE
Can You Get a Basic NBC Red Station covering Central New York?

Steady Radio Listeners Regular Attendees at Movies, Survey Shows

REGULAR radio listeners are regular moviegoers, according to a survey by Dr. Leo Handel, director of the Motion Picture Research Bureau, 512 Fifth Ave., New York. According to Dr. Handel, his study indicates "clearly that there is a positive correlation between these two elements: That persons who do not listen, or listen rarely, to the radio are poor moviegoers and persons who listen a great deal to the radio attend the movies frequently."

The analysis was based on 508 personal interviews which were made in New York City among the boroughs of Manhattan, Brooklyn, Queens and the Bronx. An equal number of men and women were interviewed and care was taken for distribution by age, income and occupation. Figures adduced from the survey follow:

Radio Listening During Evening in Hours	*Monthly Movie Attend. Aver.*
0	2.5
to 1	3.1
1 to 2	4.0
2 to 3	4.2
3 to 4	3.9
over 4	4.5

WEVD Plans Dedication Of 5 Kw, Plant April 30

TWO-HOUR variety show of music and talks has been arranged by WEVD, New York, for April 30 when it dedicates its new 5,000-watt transmitter. Henry Greenfield, general manager, stated that "for the time being there will be no rate increase at the station."

Keynote of the dedicatory program will be "Radio At War," under the chairmanship of Dr. Frank Kingdon. Speakers include Dorothy Thompson, newspaper columnist and radio commentator; Herbert Agar, editor of the *Louisville Courier - Journal;* Jan Masaryk, son of the Czechoslovakian president.

Under the chairmanship of Clifton Fadiman, a roundtable discussion of "America Since Pearl Harbor" will be presented on the program with Rex Stout, Eugene Lyons, Samuel Grafton and Regan (Tex) McCrary participating. The musical portion of the show will highlight patriotic songs and stars of radio, stage and screen.

Fly as Moderator

JAMES L. FLY, chairman of the FCC, will act as moderator of the BLUE *America's Town Meeting of the Air*, and George V. Denny, moderator and founder of Town Hall, will step into the role of speaker for the first time in the history of the series, on the April 30 broadcast. The subject will be "The Role of Criticism in Wartime". Originating in Fort Wayne, fourth stop on Town Meetings' summer tour, the program will be heard on 129 BLUE stations 9-10 p.m., sponsored by WOWO, Fort Wayne, and the Quest Club. Other speakers will be Norman Thomas, Socialist leader; Walter D. Fuller, president of the Curtis Publishing Co. and board chairman of the NAM, and Jay Allen, foreign correspondent anl author of *My Trouble With Hitler.*

18TH FOR BARN DANCE
WLS Celebrates Anniversary Of Famous Program

GRANDFATHER of radio barn dances and alma mater of outstanding hillbilly talent throughout the country, the *National Barn Dance* on WLS, Chicago, celebrated its 18th year on the air on April 18th. The *Barn Dance*, a five-hour Saturday evening program heard from 7 to 12 midnight, was first broadcast on April 20, 1924. In 1928, when *Prairie Farmer* bought the station, the *Barn Dance* originated from the *Prairie Farmer* building, but in 1932 it was moved into Chicago's Eighth Street Theatre, with a seating capacity of 1200 and from where it has played to over a million paid customers.

Two of the original cast are still with the program—Grace Wilson, "the girl with a million friends", and her accompanist, John Brown.

Present sponsors of the program are Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), which feeds the program to 65 NBC stations in the 8-9 period; Block Drug Co., New York (Golden Capsules); Keystone Steel & Wire Co., Peoria (fencing); Murphy Products, Burlington, Wis. (feed). The latter three sponsors have half-hour periods.

More for Planters

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, is expanding its present schedule for Planters peanuts with three quarter-hours weekly on KPRC, Houston; a ten-minute program five days weekly on WHIO, Dayton; additional two minutes, making a seven-minute program six days weekly on KMBC, Kansas City. The company has started *Margery Dennis' Musical Notebook*, quarter-hour six days weekly on WAPI, Birmingham, for peanut oil, in addition to the daily morning newscasts for the peanuts. Agency is Goodkind, Joice & Morgan, Chicago.

No Photo Finish in Knoxville Derby

Total Coincidental Calls This Period: 2,931, of which 2,459 were completed. (Mar. 17-23, '42)

WNOX IS HEAVY FAVORITE ON EAST TENNESSEE TRACK

	WNOX	WNOX has almost 25% MORE LISTENERS than both other Stations Combined!*	"B"	"C"
MORNING INDEX Tues. thru Mon. 8:00 a. m. - 12:00 n.	57.6		28.1	14.3
AFTERNOON INDEX Tues. thru Mon. 12:00 n. - 6:00 p. m.	56.3		27.9	15.8
EVENING INDEX Tues. thru Mon. 6:00 - 9:00 p. m.	51.9		33.9	14.2
TOTAL INDEX **8:00 a.m. - 9:00 p.m.**	55.1	↲ ↳	30.0	14.9

COINCIDENTAL SURVEY GIVES WNOX 84% MORE LISTENERS THAN STATION "B"; AND 270% MORE THAN STATION "C" (IN KNOXVILLE ALONE).

*To all three of Knoxville's good stations, the survey was complimentary—only six homes out of 2,931 telephoned, were tuned—night or day—to outside stations.

WNOX

. . . another Scripps-Howard Radio Station . . . has the same program and management policies as up and coming WCPO, Cincinnati, whose Hoopers have changed time-buying habits in the Queen City. Both stations are represented by

The Branham Company

When Mr. Hooper comes to Knoxville we believe he'll find the same facts discovered by the able heads of the University of Tennessee Departments of Marketing and Advertising—E. O. Dille and E. E. Garrison—who conducted this survey.

WNOX
KNOXVILLE - TENNESSEE

In all Tennessee WNOX delivers the biggest CBS market east of Memphis—both night and day.

Construction at WNOX is almost completed for operation with 10,000 watts both night and day on 990 kc.

EASY LISTENING!
EASY ACES
AL PEARCE AND HIS
GANG
THE BREAKFAST CLUB
on
WING
THE DAYTON, O., STATION
5,000 Watts Day and Night
NBC Red and The Blue Net
Nat. Rep.
Paul H. Raymer Co.

Baltimore's Blanket!
WCBM
18 hours a day, we knock on over 200,000 doors! And our reception is city-wide, high and handsome! One of the nation's most lucrative markets . . . served INTACT to you! Penny for penny—coverage better than any! Write for plentiful proof!
WCBM
The Blue Network
BALTIMORE, MARYLAND
Natl. Rep.—Foreman Co., N.Y. & Chi.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

KWKH
CBS-50 KW
The Selling Power
in the Buying
Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Merchandising & Promotion

New York Study—Free Reminders—Jewelry Folders Raid Instruction—Time Finders

SUMMER radio selling in the area covered by WOR, New York, still presents great opportunities for advertisers despite the war, according to a "war edition" report released last week of *Five Months Make A Year*, a booklet issued by the WOR promotion department in the spring of 1941. In view of the many changes in local and national markets as well as in the supply of commodities themselves this summer, the booklet reiterates the summer attractions offered in the WOR area—its resorts, shoreline, and large student audiences available in colleges and universities.

* * *

Farm Cooperation

KYW, Philadelphia, demonstrated another way in which the broadcasting industry can help to conserve tires and gasoline. Cooperating with the Department of Agriculture, KYW has taken the weekly meetings previously held among the department's county agents, orchardists and truckers in Southern New Jersey. All farmers in the territory are now being advised to tune into KYW for official and timely information on insect and disease control as well as meteorological data. Meetings to which the farmers often came many miles are being drastically curtailed. The information is being broadcast on John Thorpe's *RFD 1060*, between 6:15 and 6:45 each morning. County agents and other experts are guests on the show.

* * *

Radio Inaugural

USING RADIO to open its new supermarket, Capitol Stores in New Orleans conducted an auction of grocery baskets from the store on WWL. The audience program from the store included a quiz *Food for Thought* as well as the auction. All prizes were groceries. To herald the store's opening Capitol Stores used radio for the first time with a schedule consisting of spots, two half-hours and one 15-minute program.

* * *

Tickler Premium

A REMINDER ledger with an assortment of greeting cards for all occasions is the premium offer currently available to listeners of the *David Harum* series on NBC and CBS, sponsored by B. T. Babbitt Co., New York. Titled "Aunt Polly's Double Reminder Book", the premium is available for one wrapper from a can of Bab-O and 25 cents. Agency is Duane Jones Co., New York.

* * *

Jewelry Brochures

LAST FALL Reed & Barton, Taunton, Mass., first issued free transcribed spots for use by jeweler distributors. More than 70 dealers took advantage of the offer. Now this firm has prepared a mailing piece for the trade which describes their offer and the successes of jewelers already using these transcriptions. Transcriptions were prepared by Badger & Browning, Boston.

ARP Advice

TYING in with its newscasts as a public service, KGER, Long Beach, offers a condensed picture stripform air-raid instruction sheet to listeners upon written request. Recipients must state time they heard the brief announcement offer, thereby simultaneously creating an audience analysis. Designed by Johnstone & Cushing, New York advertising art firm, the promotion piece, titled *What To Do In An Air Raid*, has also been translated into Spanish by KGER for distribution to its Mexican audience.

* * *

WKZO Service

RADIO news service to provide publicity releases for Western Michigan newspapers has been started by WKZO, Kalamazoo. Plans include the supplying of daily program listings for the four major networks.

* * *

Time Dials

CARDBOARD dials that enable newscast listeners to compute the time in any part of the globe are being distributed by KLZ, Denver. When set at the correct hour in any time zone, corresponding times around the globe are indicated.

NAME
5
10
20
30
40
50
Tulsa
St Louis

FLIGHT CONTROL BOARD that keeps tab on contestants in *People Are Funny*, is explained by John Guedel, Hollywood writer-producer of the weekly half-hour NBC show, which started April 10 under sponsorship of Brown & Williamson Tobacco Co., in the interest of Wings King Size Cigarettes. Interested listeners are: (l to r) Art Linkletter, co-m.c.; Tom Wallace, Chicago executive of Russel M. Seeds Co., agency servicing the account; Mr. Guedel; Art Baker, co-m.c., Mel Williamson, agency's Hollywood production supervisor.

Dealer Smokes

TO MERCHANDISE the Socony-Vacuum newscasts on KFYR, Bismarck, N. D., Manager Frank Fitzsimonds arranged a dealers' banquet. To each diner a pack of cigarettes was presented with a note reading: "Enjoy these smokes while listening to the *Mobilgas News Review* with Bob MacLeod, six times weekly at 12:15 p.m." During the dinner MacLeod gave dealers a demonstration of the advertising they were getting.

* * *

Song Prizes

FOR the two best letters telling the true story behind the listeners favorite song, WGN, Chicago, will award two prizes of $25 each, and will dramatize the letters on *America Loves a Melody*, MBS weekly musical program from WGN.

MINNESOTA
WISCONSIN
LA CROSSE
WKBH
IOWA
TEST MARKET!
722,841 responsive listeners with diversified year-round incomes enable you to make sound decisions quickly.
WKBH LaCrosse WISCONSIN
REP. by: HOWARD H. WILSON CO.

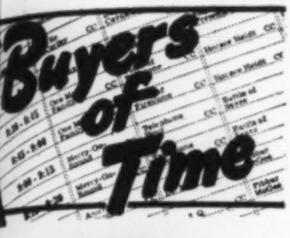
HOUSE BILL TRIMS U. S. BROADCAS

IN LINE with concerted actio Congress to consolidate Gove ment information and eliminate leged wastes in paper and "usel man power", Rep. Jones (R-Ohi last Wednesday introduced a b (HR 6937) which would restr appropriations of all Governm departments or agencies "with r spect to all publications not r quired by law", and included broa casting under the general title "publications". The War and Nav departments were excepted.

Other information services a media included in the "public tions" list were press servic group contracts, exhibits, motio pictures, lantern slides and lectu material, photography, individu contracts and posters.

Rep. Jones' proposal was felt t have stemmed from recent corre spondence on paper conversion wi Leon Henderson, price administra tion chief, and is designed to "strik out $25,000,000 from a $50,000,0 postage bill, $20,000,000 from th Federal pay roll, and $1,500,0 from a $2,400,00 paper bill.

Rep. Priest (D-Tenn.) who pr ceded Rep. Jones on the House fl also spoke for consolidation Government information bure and requested the Speaker for a additional 10 minutes on the fl Monday to extend his remarks. Th Jones bill has been referred to th Committee on Expenditures in th Executive Departments but ha not yet been scheduled for study.



WALTER A TIBBALS

WITH horses as his hobby and broadcasting his business, Walt Tibbals, timebuyer of the Biow Co., New York, leads an active life. Wholly responsible for the radio campaigns used by Postal Telegraph, Sweets Co. of America and Hills Bros. Co., Walt also assists the agency's radio director, Reggie Schuebel, in supervising the Philip Morris network shows and Eversharp's *Take It Or Leave It* program on CBS. He has been associated with these accounts in one way or another ever since 1936 when he joined Biow as assistant to Charles Martin, then director of production for the agency.

A diversified career precedes Walt's timebuying activities, which started with a vengeance in 1937 when he became assistant to Miss Schuedel. Three years with WNEW, New York, gave him his first experience in the radio field from the station angle. Starting in the mail room, he did everything from handling the night desk, announcing and engineering to programming, merchandising and some acting. Prior to that, he worked in the classified advertising department of the *New York American*, the brokerage firm of Stout & Co., New York, and the marine department of Standard Oil Co. of New Jersey.

This last post in 1929 was Tibbals' first job. Born in Red Bank, N. J., he was educated at high schools near his home, and various prep schools before winning a scholarship at Rutgers. Married in 1939 to Margie Hessenberger, then secretary to L. W. Thomas, copy director of Biow, he lives in Jackson Heights. Walt's love for horses extends to riding every Saturday, some fox-hunting, and a life-long ambition to have his own stables.

ADVERTISING PAYS UNDER RATIONING

Government Says Instinct is 'Natural' To Buy Nationally Advertised Products

"RATIONING gives practical application to a broad theory of modern selling: when down-to-the-last-cent value means more than anything else, the *advertised* brand name makes the final all-important difference in the sale."

This claim is made in a promotional brochure released by M. F. (Chick) Allison, promotion and publicity director of WLW, Cincinnati, which sets forth reasons for continuation of advertising campaigns.

Bearing out its claim, the brochure points to a recent survey conducted in Washington followed by a statement of the Office of Price Administration that "It is the general impression at the OPA, based on information already available, that the nationally advertised brands of tires and refrigerators will move fast under rationing provisions. The explanation is that when an eligible gets a rationing order to buy a tire, his natural instinct is to buy a nationally advertised product."

Long-Range Soundness

It is explained in the brochure that WLW was not attempting to encourage intensive campaigns to sell consumer goods under rationing. "We wish merely to point out," it said, "that rationing has brought to light the basic advantages of national advertising, the long range soundness of consistent advertising".

Another factor to be considered in the argument for continued advertising, WLW points out, is that "with curtailed automobile travel, the American small community, suburban and rural, is due to return to its own. Hence the importance of maintaining close relations with all dealers—large and small—is greater even than in less strenuous times."

"And to all your dealers", it was added, "continued advertising is the strongest possible evidence of your good faith in helping to protect the investment they have made. Your consistent schedule of advertising, reduced though it may be, is a constant reminder that you're seeing them through."

VOICES OF AMERICA

Documentary Series Covers Six U. S. Areas

DOCUMENTARY program series covering six sections of American life was released by the Library of Congress last week. Called *This is History*, the series consists of the voices of the American people in different sections of the country. It was produced by the Library's Radio Research Project, financed by a grant from the Rockefeller Foundation.

Field workers interviewed people and recorded their thoughts and feelings on questions of the day. Material was gathered in the Shore region of Maryland and Delaware, the Okies of California, the mountains of Georgia, at a folk festival in Asheville, N. C., a war plant in Wilmington, N. C., and a carnival in Washington.

The entire project was supervised by Philip Cohen, director of the project now with OFF. He was assisted by Alan Lomax and Joseph Liss. Technical chief on the series was Jerome Weisner, of the Library staff.

ARE YOU PADDLING AROUND IN CANOE (Ky.)?

If you've been paddling for sales, without much success, in villages like Canoe, Boat and Tub (Ky.), you'll be glad to know that the Louisville Trading Area is the big ship of this State! With 57.1% of Kentucky's effective buying income, the Louisville Area does 17.6% *more* retail buying than the rest of the State *combined!* . . . To cover this prosperous market *completely*, WAVE costs far less than any other medium! Send for the facts!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C. Basic Red

FREE & PETERS, INC.
National Representatives

Just what the audience wants!

- Local and international AP news
- Good Commentators
- Sports programs
- Children programs
- Dramatizations
- Popular music
- Comedy sketches
- Religious programs
- Variety
- Well balanced schedule from 7 AM to 11 PM

WIAC

Box 4504 - San Juan, P. R.

TO SELL ARIZONA KOY PHOENIX

550 KC
"That Explains the Coverage"
CBS

JOHN BLAIR & COMPANY

Affiliate Station WLS Chicago

Studio Notes

WCAE, Pittsburgh, utilizes the 1 to 5 p.m. afternoon period for a continuous show of recorded music and news commentaries. On-the-hour news broadcasts of MBS analysts, Cedric Foster and Richard Eaton, as well as a period by the WCAE news staff are incorporated into the program.

WLOK, Lima, O., is selling programs for commercial sponsorship which advertise the sale of war bonds and stamps, but at the conclusion of each such program a representative of the station presents a check to the local committee covering the cost of the broadcast. The only commercial mention allowed to sponsors is identification by name at station break time.

U. S. MARINES are featured in a series to be launched on WMCA, New York, and in bi-monthly programs now heard on WHOM, Jersey City. The program on WMCA will feature recordings by Marine Corp bands and talks by officers on Marine activities, while WHOM presents interviews with marines from the local area, with continuities prepared by the U. S. Marine Corps Headquarters, Washington.

WFDF, Flint, Mich., has enlarged the scope of its local school broadcasts with the addition of *Every Wednesday at Three*, prepared and presented by a committee of classroom teachers and administrators. Among other tie-ins with WFDF are two radio workshops in local high schools with another school expected to build a studio with direct lines to WFDF.

SILVER PLAQUE in the reception room of WHOM, Jersey City, honors the names of employes who join the armed forces.

NO SCALPING PARTY this, but just a pow-wow between Pacific Coast BLUE executives and a couple Indians following ceremonies which made little Tommy Cook an adopted member of the Yakima Tribe with name of A-To-Ka (Little Water Fish). Youngster portrays the Indian, Little Beaver, in the thrice weekly half-hour adventure series, *Red Ryder*, sponsored by Langendorf United Bakeries on Pacific BLUE stations. Pow-wowers are (l to r): Leonard Reeg, BLUE producer of the series; Noel Corbett, network exploitation representative; Tracy Moore, BLUE western sales manager; Tommy Cook; Chief Iron Eyes; Chief Yowlachi.

DEDICATED to the "folks back home", a new weekly quarter hour program, remoted from Santa Ana (Cal.) Air Force Training Center, and titled *Wings Over the West Coast*, has been launched on Don Lee stations. Musical program features the Air Force band. Private David Perlman is writer-producer.

KTSA, San Antonio, was recently cited by the Veterans of Foreign Wars for meritorious patriotic services. Presentation was accepted on behalf of KTSA by George Johnson, station manager.

WJLB, Detroit, on March 29 cleared all commercials for a two-hour period to present an "Americans All" rally in which 26 nationalities participated. Rally featured an appearance by Annabella and husband, Tyrone Power.

WPID, Petersburg, raised $28,500 in a special three-hour broadcast to sell war stamps and bonds, according to B. Walter Huffington, general manager. Aired Army Day from 9-12 p.m., the script was prepared by Ray Leslie and Stewart Spencer, and other staff members. Civic leaders were written into the program announcing their purchases and urging others to do likewise. Direct mail sent on the eve of the broadcast aided the drive and $5,500 came in the first five minutes of the program.

WINNER of the war bond contest for March, sponsored by WINS, New York, for its employes, is George Mannina, office boy. The station awards a $25 war bond to the employe who purchases the largest amount of bonds or stamps each month in proportion to his or her monthly salary.

FOR SUGGESTING a new name for the war, Tobias Lopatka, of Brooklyn, received a $25 War Bond, from WHOM, Jersey City. Lopatka's title, "The War of Survival", was submitted in a contest launched by WHOM after President Roosevelt had expressed a desire for a new descriptive name for the war. By coincidence, Lopatka's winning name, postmarked April 7, was identical with the title which the President announced a week later to be the best from among suggestions received in Washington in response to the presidential request.

TO COORDINATE requests for free guest talent and time on the air from civic and governmental agencies, WWRL, New York, has established a defense bureau. In addition to handling requests from public service organizations, and arranging for special broadcasts in behalf of governmental and private agencies, the new bureau has formed a unit composed of station talent who have agreed to donate their services gratis at local benefits.

IN ACCORDANCE with its policy of furthering inter-American relations, complete radio coverage of the forthcoming visit to the United States of Manual Prado, president of Peru, has been arranged by NBC and Radio Nacional of Peru. Pickups will be made by NBC's international stations from Panama, Miami and Washington describing President Prado's arrival by plane on or about May 3.

WEEKLY concerts of the Cleveland Orchestra, which were fed to CBS for national and international airing by WGAR, Cleveland, attracted so much commendation that it has been decided to review the series by means of recordings for the local audience of WGAR. Principals of the orchestra will appear on the programs for interviews.

WJLS, Beckley, W. Va., dispatched its mobile to the opening of the new MacArthur postoffice in MacArthur, W. Va., the first town to be named in honor of the American war hero.

FIRST anual award of the Victory Cup by WEIM, Fitchburg, Mass., to the outstanding athlete of the town was made to Carmelita Landry, U. S. and North American speed skating champion.

FCC Denies KOB Ple To Notify Treaty Offic

REQUEST of KOB, Albuquerque, that the FCC notify the Inter-American Radio Office in Havana, pursuant to terms of the Havana Treaty, of its assignment on 770 kc. as a Class I-B station, was denied last Tuesday by the FCC. KOB operates on 770 kc. under special service authorization, being regularly licensed to 1030 kc. The former assignment is the Class I-A clear channel of WJZ, New York, key of the BLUE network.

While no official reasons were given for the denial, it is understood the Commission concluded that since the authorization to KOB is in the experimental field, no purpose could be served by a notification to Havana. Engineering studies are being made of the operation of the station on the WJZ channel with 50,000 watts local sunset and 25,000 watts night, to ascertain the degree of interference caused. Moreover, it was thought, formal notification to Havana might result in the view that the channel had been "broken down" and bring about assignments of other Class I-B and II stations on this continent, which might be permissible under Treaty terms.

Hough Addresses Club

THE IMPORTANCE of the current inquiry by the FCC in the newspaper-ownership of radio stations was stressed by Harold V. Hough, director of WBAP-KGKO, Fort Worth, and chairman of the Newspaper-Radio Committee, speaking before the April 22 meeting of the Radio Executives Club of New York. Second guest speaker was Maj. George Fielding Eliot, military analyst of CBS. Out-of-town guests included Merle S. Jones, KMOX, St. Louis; H. S. Brown, WHCU, Ithaca; Major Edward A. Davies, WIP, Philadelphia; R. G. Matheson, WHDH, Boston; George Lasker, WORL, Boston; Richard Owen, WGR-WKBW, Buffalo, and Charles A. Denny, WERC, Erie, Pa.

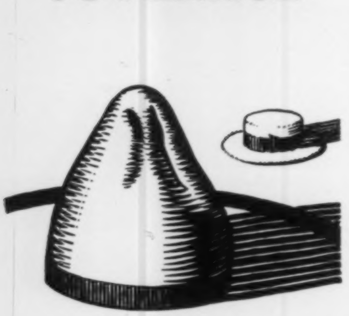
WDZ Staff Changes

RECENT PERSONNEL changes at WDZ, Tuscola, Ill., include the addition of Murray Knight, formerly of Edward Petry Co., Chicago, and writer-announcer of WHEC and WHAM, Rochester, as continuity editor. Don Wilson, formerly of WDWS, Champaign, and WGIL, Galesburg, Ill., and Gordon Miller, amateur operator of Eau Claire, Wis., have joined the engineering staff. Bob McCracken, who recently published a song titled *Hullabaloo*, Fay Wells and Larry Dair have been added to the musical staff. Bob Williams, engineer, has joined the Army; Frank Jennings, staff musician, has joined KFQD, St. Joseph, Mo.

WSPD's 21st

WSPD, Toledo, observed its 21st anniversary with appropriate ceremony April 15. The 5,000-watt station started operation in 1921 under the call letters WTAL with just 50 watts.

for Greater COVERAGE



LEHIGH
VERTICAL
RADIATORS

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.

Stovin
and
Wright
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WCKY The L. B. Wilson Station
CINCINNATI • 50,000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Industry Vigorously Opposes New York Daylight Saving Bill

Local Option Plans in Other States Are Attacked By Both Industry and Civic Leaders

NEW YORK broadcasters are vigorously opposing legislation pending in Albany to permit local option on an additional hour of daylight savings time between May 15 and Sept. 15, espoused by New York City's Mayor F. H. LaGuardia.

With universal daylight savings time having been decreed last February by President Roosevelt as a wartime measure, introduction of local option daylight saving time would play havoc with broadcast schedules, particularly in view of New York City's status as key originating point. Similar moves for local option are under way in Pennsylvania and New Jersey, but they do not appear to have as strong support as the bill pending in New York.

Resorts Want It

Operators of beach resorts and entertainment centers are understood to be pressing for the additional hour of daylight time during the summer because of the boost it would give their business.

Strongest voice in opposition is that of Joseph B. Eastman, Director of Defense Transportation. On April 20, he telegraphed the governors of New York, New Jersey and Pennsylvania that DST, superimposed on War Savings Time, would be "wasteful of necessary public transportation facilities". He said he would deplore any single state attempting to take this step.

Gov. Charles Edison of New Jersey already has announced his opposition to local option in New Jersey, in keeping with Director Eastman's suggestion. He announced he would contact Mayor LaGuardia to the same effect, asserting that any further advance in clocks should be put into effect on a national rather than a local basis.

The New York bill was introduced by Sen. Frederic R. Coudert Jr., Republican, New York City, and would permit any city or county to advance clocks an additional hour between May 15 and Sept. 15. Robert Moses, Park Commissioner of New York, originally proposed the plan, which has been supported by Mayor LaGuardia and representatives of resort areas.

Eastman Telegram

The text of the telegram sent by Director Eastman to the three governors follows:

> Understand bill now before Senate calling for state-wide setting clocks ahead additional hour. Aside from probable lack of authority to take this action by reason of Congressional occupation of field by act of Jan. 20, 1942, I would deplore, for transportation reasons, any single state or scattered communities within a state attempting to take this step. Unless observed on a wide basis as in past years, and I am informed this is unlikely, it would create growing demands for service, which would, to the extent they could be met, absorb crews, coaches, locomotive power, in a time when it is essential that passenger service be maintained on a most economic and efficient basis if carriers are to meet demands for military movements and necessary traffic directly connected with the war.
>
> In past years, even with weeks of planning for such a change, which was uniform in the entire northeast, carriers had to make drastic revisions in schedules. Under present conditions, it is wasteful of necessary public transportation facilities to abruptly superimpose a partial observance of the earlier time.

'Kate' Shortwaved

LATEST sponsored program to be shortwaved regularly by CBS to American soldiers abroad is *Kate Smith Hour*, weekly program sponsored by General Foods Corp., New York, on behalf of Grape Nuts and Grape Nuts Flakes. Seven commercial shows are now rebroadcast to the AEF via the CBS transmitters, WCBX and WCRC. The addition of Kate Smith's show, April 27, completes the schedule of hour length programs to be made available for transmission. Agency is Young & Rubicam, New York.

Blue Party

IN HONOR of staff writers, producers and anouncers of the BLUE, the network on April 30 is giving an informal party at the Hotel New Weston, New York, after which a general meeting will be held to discuss production problems and plans. In charge of the meeting will be Philipps Carlin, BLUE vice-president in charge of programs; Harry Frazee, production manager; Ray Ferguson, script editor, and Ray Diaz, chief announcer.

MORSE CODE IS TAUGHT ON AIR

Station Gives Operating Lessons in Drama Form

Plans Fulltime Courses

KSTP, St. Paul, attempting what it believes is a unique war effort for commercial radio—is conducting a series of weekly programs designed to teach young men and women the international Morse code.

With the great demand by the armed forces for operators, and with untold commercial openings available, the St. Paul Radio Club, an affiliate of the American Amateur Relay League, will aid in the presentation of the series.

Using drama, as sugar-coating for the lessons, the series will be built around a small family—father, 20-year-old son, and daughter, 19, and an amateur operator.

Teaching of the audience will progress as the boy and girl are taught, utilizing basic lessons which have been set up by the league itself.

The series is to start April 26, and will be aired each Sunday morning at 9:30.

The station believes that the novelty of this type of presentation will hold the interest even of those not interested in learning code.

After the third week's program, the station will incorporate into the show a series of teaser announcements to determine how many young persons would be interested in obtaining full-time lessons, which would not, of course be broadcast. If interest is high enough, KSTP will open its studios one night a week in Minneapolis and in St. Paul as actual classrooms. The local amateur club will furnish instructors for these courses.

Script writing is being done by Jack Hill of the local club, with Bob Murphy of KSTP in charge of production.

SERVICE BUTTONS have been awarded members of the staff of Westinghouse Radio Stations, in Philadelphia, who have served the company for five years. The following members received five-year buttons: Gordon Hawkins and Lewis Adler, of headquarters; E. H. Gager, KYW chief engineer; George Hagerty, KYW assistant chief engineer, and the following KYW studio and transmitter engineers, James Thunnell, Perry Huffman, Abraham B. Cohen, Harry Kowalski.

"Hey Skipper! Let KXOK St. Louis row it for you."
630 KC. 5000 WATTS
BLUE NETWORK

More Clients on CBS Beam Programs Abroad

ADDITIONAL CBS sponsors starting this week to shortwave their programs around the world on WCBX and WCRC, CBS international stations, are Wm. Wrigley Jr. Co., Chicago, and U. S. Tobacco Co., New York, making a total of five sponsors using CBS shortwave facilities [BROADCASTING, April 23].

Wrigley, on April 22 will start sending recorded versions to our armed forces of *The First Line* program, presented in the interests of the Navy, Wednesdays, 7:30-8 a.m. (EWT), and on April 23 will begin shortwaving *Melody Ranch*, Thursdays, 7-7:45 a.m. (EWT). J. Walter Thompson Co., New York, handles the latter show, and Arthur Meyerhoff & Co., Chicago, places *The First Line* series.

Transcribed versions of *The Gay Nineties Revue* will start April 24 on WCBX and WCRC under sponsorship of U. S. Tobacco for Dill's Best and Model smoking tobacco, Fridays, 7:30-7:55 a.m. (EWT). Agency is Arthur Kudner Inc., New York.

Wise Enlarges List

WILLIAM H. WISE & Co., New York, has added WPEN, KPO, KNX and WJZ to the list of stations carrying one-minute transcribed announcements for the "Aircraft Spotters Guide", making a total of 12 stations since the test began in early April. Agency is Huber Hoge & Sons, New York.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
CONNECT IN CONNECTICUT
Use WDRC in Hartford to sell more than a million people in WDRC's Primary Area—Connecticut's 1st Market! Write Wm. Malo, Commercial Manager, for the facts and figures. Basic CBS for Connecticut.
CBS

WJBK
250 WATTS
Covers Greater Detroit's 2¼ Million People, Representing 57% of Michigan's Population
24 HOURS A DAY
WJBK

Newspaper Group Has Package Rate

New 'Network' Announced at Meeting of Publishers

UNITED Newspaper Advertising Inc., Chicago, latest "newspaper network," presented its projected program to a large group of publishers at a breakfast meeting at the Waldorf-Astoria, New York, last Wednesday in conjunction with the ANPA Convention.

Headed by Harvey Malott, formerly advertising director of the *Kansas City Journal*, and Les Barton, previously with Major Market Newspapers, UNA proposes to offer 96 papers, with a total daily circulation of 16,000,000 and a Sunday circulation of 18,000,000, to advertisers as a package, at a tentative rate of $29.39 daily and $29.93 Sunday.

Entire Group Sold

Selling only the entire group, UNA will offer advertisers both volume and frequency discounts, the latter scaled for 8, 13, 26, 39 or 52 insertions a year in accordance with radio practice. In answer to a query as to whether the frequency discount plan was the sole factor in radio's success it was stated that regardless of other factors this one does give the advertoser an incentive for continuing his advertising in the same medium over a period of time.

Although the UNA chain is planned to include 86 papers, it will be started if half or more of that number sign up, Mr. Malott said. Newspapers are asked to sign a three-year contract with UNA, which will receive 10%, after frequency discounts and agency commissions, for all absolutely new business and 5% for business which has advertised in the paper during the preceding year.

AUTOMATIC device which blacks out a whole city by remote control radio apparatus has been invented by two Yale U engineers. The instrument is the invention of Frederick E. Brooks and Herbert L. Kraus, instructors in electrical engineering. The device not only shuts off areas of lights but it also turns them on again when the 'all clear' is sounded, it is declared.

AP Votes General Revision of By-Laws; Radio Touched Lightly at Convention

RADIO came in for only cursory discussion at the meeting last Monday and Tuesday of 600 Associated Press member newspapers, who voted a general revision of the AP by-laws to bring them into accord with changed conditions and circumvent threatened anti-trust proceedings by the Department of Justice.

Attendance was unprecedented in recent years, as was the length of the meeting, which is usually concluded in one day.

Amendment Rejected

The membership rejected an amendment which would have enabled present members to publish AP news outside their regular hours of publication by application to the board and upon payment of the same fees required of nonmember applicants, insisting that an AP member in the morning field must secure a majority vote of the members before he can publish in the evening, and vice versa.

This amendment, which was debated at great length, was strongly urged by the AP resolutions committee which pointed out that although morning papers receive the AP "night report" for publication from 1 p.m. to 9 a.m. and afternoon papers the "day report" for publication from 9 a.m. to 7 p.m., "both morning and afternoon papers may recieve either day or night report for *broadcasting purposes* 24 hours a day. Members may themselves *broadcast* news during their 'non-member hours', or even sell the broadcasting rights to advertising sponsors.

"We have created a paradox," the committee stated, "in which an advertiser, one with no interest in the validity of the news broadcast, a complete outsider, may acquire the benefits of our AP news facilities, and publish the news by radio *during hours in which the publisher member himself is forbidden to use his own presses*'."

Applications of the *Chicago Sun*, affiliated with WHIP, Hammond, Ind., for a morning membership and of the *Washington Times-Herald* for both morning and afternoon memberships were voted down. After the *Chicago Tribune* (WGN) had opposed the *Sun's* application, John D. Ewing, *Shreveport* (La.) *Times* (KTBS KWKH), stated that if he were Col. R. R. Cormick, publisher of the *Tribune*, he'd "rather have another newspaper come into the field than see a 50 kw. radio station come in and get all the advertising."

Board of directors, at a meeting on Wednesday, reelected Robert McLean, *Philadelphia Bulletin*, as AP president. Houston Harte, *San Angelo* (Tex.) *Standard* (KGKL KRBC KBST KPLT KRIS), was elected first vice-president, and Arthur Hays Sulzberger, *New York Times*, second vice-president. Kent Cooper, AP general manager, was reelected secretary of the board.

Other board members are: E. Lansing Ray, *St. Louis Globe-Democrat*; Stuart H. Perry, *Arian* (Mich.) *Telegram*; George F. Booth, *Worcester* (Mass.) *Telegram* (WTAG); Paul Bellamy, *Cleveland Plain Dealer* (WHK WCLE WHKC WKBN); George Longan, *Kansas City Star* (WDAF); E. H. Butler, *Buffalo Evening News* (WBEN WEBR); Clark Howell, *Atlanta Constitution*; E. K. Gaylord, *Oklahoma City Oklahoman* (WKY KLZ KVOR); John L. Horne, *Rocky Mount* (N. C.) *Telegram*; L. K. Nicholson, *New Orleans Times-Picayune*; Robert R. McCormick, *Chicago Tribune* (WGN); W. H. Cowles, *Spokane Spokesman-Review*; J. R. Knowland, *Oakland Tribune* (KLX); Frank B. Noyes, *Washington Star* (WMAL); Paul Patterson, *Baltimore Sun*; John Cowles, *Des Moines Register* (WMT KRNT KSO WNAX).

SPA Names Romberg

EXECUTIVE Council of the Songwriters Protective Assn. has elected Sigmund Romberg president of SPA, succeeding Irving Caesar. Other officers elected at the recent council meeting include: Stanley Adams, first vice-president; Ira Gershwin, second vice-president; Charles Tobias, secretary; Abel Baer, treasurer; L. Wolfe Gilbert, West Coast representative; Edgar Leslie, chairman of the council. Miss Sayre Marder is the SPA's new executive secretary.

WOWO
FORT WAYNE
Indiana's most powerful station
W

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

FM Advertisin Restricted by C

Will Sell Only Time Sig Announcements on Outlet

IN A DRASTIC departure f usual radio advertising tech CBS has announced in the rate card for W67NY, its station in New York, that "sp time periods and programs not be sold for individual spo ship, to assure a consistent h by-hour level of programming.'

Instead, advertisers may p chase time on W67NY for com cial announcements only, offered the form of time signals or co mercials of 50 or 100 words, a cording to the rate card, which b came effective April 1. Throug this policy, the FM station assume complete responsibility for build ing and maintaining its audience rather than allowing the advertiser and its agency to prepare programs as they see fit to reach a particular group of listeners.

Rotates Announcements

Third part of the "new and flexible strategy" announced by CBS for its FM station provides for a rotation of all commercial announcements from day to day within the time category purchased by the advertiser. In this way, for example, evening messages will not be given at the same time each evening, but will be spaced at various times between and during the programs making up the schedule, and at no time immediately preceded by or followed by another advertiser.

The purpose of this rotation, according to rate card No. 1, is "to provide each advertiser's sales message with maximum circulation among the higher-than-average income audience which listens to FM."

Latest estimate of FM sales in the New York area by FM Broadcasters Inc., is 60,000 sets, as stated by Arthur Hull Hayes, general manager of W67NY, in a letter released with the rate card.

Rates for 50-word commercials before 6 p. m. are listed at $3 for one day, rising to $14.40 for six days; after 6 p. m., the above rates are doubled. For 100-word advertising messages, the one time rate is $6 before 6 p. m., $12 after 6 p. m.; on a six-day basis, $28.80 before six o'clock, and $57.60 after that hour.

Time signals, consisting of the correct time and a 25-word commercial message, cost the same as 50-word commercials. All contracts with W67NY, the card adds, cannot be combined with WABC or CBS network contracts for discounts.

RICHARD J. BABCOCK, who has ben active in the advertising departments of the magazines *Family Circle*, and the former *Farmer's Wife*, has been elected a vice-president and director of Muzak Radio Broadcasting Station, New York.

IDENTIFICATION IN UNISON by five announcers solved the problem of W75P, KDKA's new FM outlet in Pittsburgh, as to which of its staff should make the first station-break. KDKA reports that it has had a "first announcer" argument since 1920 and so (l to r) Paul Shannon, Bill Sutherland, Pierre Paulin, Johnny Boyer and Bob Shields synchronized to avoid another controversy. W75P made its debut April 11.

NEWS TAKES LEAD IN PUBLIC CHOICE

NEWS PROGRAMS in New York City have reached new peaks in radio listeners, thus reflecting public reaction to war events, according to an index of radio news interest in New York based on data from the Continuing Study of Radio Listening in Greater New York by WOR, New York.

Highest pre-war listening was reached in September, 1941 when the continued sinking of American ships stirred the country. The following few months, according to the index, showed a drop-off in listening as war activity declined until Dec. 7, 1941, date of the Japanese attack on Pearl Harbor, when interest rose to "skyrocket" levels, where it has remained since.

Radio listening this summer will be "greater than ever before," the study predicts, according to March listening. It also reported a "record first" in listening during February and March for the four-network *This Is War* program, with three broadcasts averaging 25.7% of all radio homes in Greater New York, distributed among all income groups.

Circus Success

OLYMPIA INDOOR CIRCUS, playing to capacity audiences in Chicago at the Chicago Stadium, credits the excellent attendance primarily to its intensive radio promotion. The circus, through Schwimmer & Scott, Chicago, placed a four-week campaign of 10 one-minute anouncements daily on each of the following stations in the Chicago area: WCFL WJJD WAAF WAIT WEDC WGES WSBC WJOB WMRO WHFC WCLS.

58 Get 'The Shadow'

WITH the addition of 15 stations to *The Shadow*, 58 stations now subscribe to the transcribed program released by Charles Michelson, New York, for local sponsorship. The additional stations are WCAE WGH WKRC WGRC KTSM KFEL KTAR KHJ KFRC KGU WCSC WROK WBIR WSGN and the West Virginia Network.

ANPA

(Continued from page 12)

of the Bureau of Advertising with William G. Chandler, Scripps-Howard Newspapers (WNOX WCPO WMC WMPS), presiding. Also speaking at that session, H. J. Heinz II, president, H. J. Heinz Co., said that "any business depending on the confidence of the people must hold that confidence and friendship now if it is to retain its position later. . . . That is why when we have been temporarily unable to sell some products, the Heinz Co. continued to talk to people with institutional ads, whose public acceptance in both high places and low has been most gratifying."

Ad Council Explained

Miller McClintock, executive director, Advertising Council, explained the aim, organization and operations of the Council, which, he said, "functions as a pipe, not a wall, between the advertising industry and the Government".

Frederick Dickinson, Bureau sales manager, discussed the changes in advertising since Dec. 7, and William A. Thomson, director of the Bureau, presented its annual report, which stated that in 1941 newspapers carried their largest volume of advertising since 1937, up slightly more than 1% from 1940.

This trend has not continued into 1942, however, according to the report of the ANPA special standing committee, which shows that in January newspaper linage was off 4.1% in comparison to the same month of 1941 and in February the total was 6.4% below that in February 1941.

In his report on censorship in wartime, Cranston Williams, ANPA general manager, expressed the organization's desire that "voluntary censorship" should function successfully during the war crisis rather than a more drastic supervision of the news by the Government. He expressed the satisfaction of the ANPA over the formation of the Advisory Council on Censorship as well as the appointment to wartime Government positions of such men as AP's Byron Price, now director of censorship.

As a result of conferences in Washington between the Government and the Advisory Council, on which Mr. Williams represents the ANPA, a "censorship school" for newspaper editors has been set up, Mr. Williams reported, by the Office of Censorship.

Under this arrangement, editors of newspapers throughout the country, 40 of whom recently attended a special two-day clinic in Washington, will serve as unofficial observers in their home states "to encourage compliance" with the censorship code.

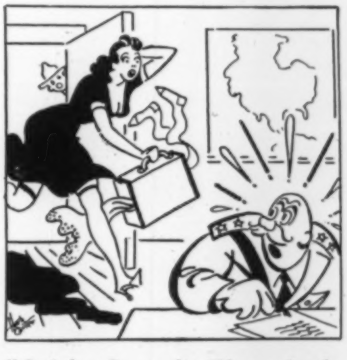
Sole broadcast from the ANPA convention was on Thursday evening, when MBS carried the addresses of Lord Beaverbrook, British lend-lease coordinator, and Francis B. Sayre, U. S. High Commissioner to the Philippines, at the annual dinner of the Bureau of Advertising.

FM Greeting

A RATHER SIMPLE but effective idea for introducing FM to large groups of persons has been adopted by W45V, Evansville, Ind. The station places a large FM console at the disposal of a civic or church group that is having a dinner or banquet. The presiding officer of the organization announces that the FM music is being broadcast during the dinner hour by special arrangement with W45V, adjunct of WGBF-WEOA.

Mattress Test

SNUG-REST MATTRESS Co., Chicago, is testing direct mail sales for $15.95 mattresses on WMMN, Fairmont, W. Va. Agency is United Adv. Cos., Chicago.



"Quick, General! Those books you requested over WFDF Flint Michigan—my diary got mixed up with them!"

FREE TO RADIO STATIONS

A large, full color

WAR MAP

just off the press

It is accurate and complete, measures 33" x 45", and is handsomely printed in rich colors. Gives distances and shipping routes, shows wireless stations and cables.

Write today for your free copy to

International News Service

235 East 45th Street, New York

STIMSON PRAISES THE SIGNAL CORPS

WORK OF the Army Signal Corps has "leaped into the forefront" of modern warfare and has become "the focus of science" in the new war, Secretary of War Henry L. Stimson declared last Thursday at a press conference. Describing a recent visit to Fort Monmouth, N. J., principal Signal Corps training center, Secretary Stimson revealed that the Army plans to receive 1,000 candidates each month during the coming year for the Signal Corps officer training courses there.

Speaking of the remarkable developments in the Signal Corps field, he observed that there has been misapprehension of the Signal Corps' functions in the past, with the organization being more or less "high-hatted as a bunch of men who waved flags". Now the Corps is made up of men of science, who have developed far-reaching applications of the science of radio, electronics and wave-echoes, he added.

Commenting on a demonstration of a radio locater, designed to locate approaching enemy aircraft, he called it "the eye that can see 100 miles or more, through fog and clouds, and advise us of the location of the enemy". He emphasized also that Signal Corps work today, more than ever, is a field for young men, who are learning and developing "things the older men didn't know".

(Number Four of a Series)

Reconnaissance*

After launching your advertising in this market with merchandising reenforcements to add momentum, do we let it go at that? Not by a gun-sight! We scout the selling front and report to headquarters—your headquarters. Reconnaissance, you might call it—advertisers applaud this merchandising future—you will too!

WCHS 5000 on 580 CBS-WVN

Charleston, WEST VA.

represented by

THE BRANHAM CO.

***RECONNAISSANCE**, *n.—The act of reconnoitering; a survey as for military, engineering or geological purposes, etc.*

JAYHAWK BLACKOUT in the persons of the Broadmouth Four, minstrel quartet of WREN, Lawrence, Kan., staff members surrounds Dr. Forrest C. (Phog) Allen, U of Kansas' famed basketball coach. Dr. Allen and the quartet consisting of (l to r) WREN Manager Verl Bratten, Millard Ireland, Will Yearout and Program Director John Bondeson, appeared in Lawrence's business and professional men's minstrel show.

NAVAL ANSWER TO HOPKINS

Gruen Mentions Withdrawn From Presentations Of Watches on Naval Program

IN REPLY to a written protest by James F. Hopkins, manager of WJBK, Detroit against trade names on patriotic programs broadcast on station donated time, and specifically against mention of Gruen watches on the *Meet Your Navy Program*, Lt. Com. R. A. Brown, Ninth Naval District Public Relations Officer, explained the position of the Navy.

Mr. Hopkins letter which was published in BROADCASTING April 20 was sent to H. W. Kastor & Sons Adv. Co., Chicago, which donate and distributes transcriutions of weekly broadcasts from Great Lakes on WLS-BLUE, to stations throughout the Ninth Naval District.

"The Navy is concerned about fairness", Lt. Com. Brown wrote Mr. Hopkins. "We wonder whether it is fair to accept gifts on behalf of hardworking young men, and then not even acknowledge those gifts.

Free Watches

"They [Gruen Watch Co.] generously offered to make the most substantial gift they could to each recruit featured on the program, consisting of a beautiful navy gold shock proof, waterproof, thin, precision wrist watch— a truly 'seagoing' present . . . We would have been glad to show you the letter requesting permission to give the watches. . . . You'd be interested to note that no strings were attached, no requests for any mention, or even for thanks. But common courtesy suggests some thanks for the generous gift, and the families of the sailors doubtless got a thrill from hearing on the radio that their son, or some other family's son has been recognized so lastingly. . . . And aren't we, perhaps, pssing up a note of information which would give pleasure to many, many listeners? The listeners doubtless know that the men appearing on the programs work very hard at their training, and that appearing on the programs means using up a large part of their scanty free time. Possibly it makes many people feel better to know that someone appreciates this extra work and wants to make a lasting memento available."

Com. Brown, however, indicated that mention of Gruen on subsequent programs had been deleted. "I trust you noticed the testimonial watches were given to the featured sailors last Friday [April 17]", he wrote, "when *Meet Your Navy* originated at South Bend on Universal Notre Dame Night. There was no mention of the donor's name, and he goes right on giving us watches for programs to come, with no discussion either way of whether his name will be mentioned. We gather he wants to keep on giving watches just the same, as he didn't expect mention in the first place.

"I hope we may hear further from you, direct," he concluded, "as we will welcome your further thoughts on the proper way of treating the splendid young men who willingly devote their spare time, though they have little of it, to recreation for their ship mates and to 'messages home' through the medium of radio".

JOHNNY LONG records for LANG-WORTH

Heavy Schedule Boug By Peter Fox Brewi

PETER FOX BREWING Co., Ch cago (beer), is expanding its cu rent schedule with the sponso ship on WIND, Gary of the *Nigh watch*, an all night progra throughout the weck, a total of hours weekly. Current schedule as follows: One-minute transcrib announcements twice daily WDBC WBCM WFDF WDK WHLS KBUR; three time a day on WHDF WKBZ WSA WSOO WJIM WTCM; six weekl on WSBT, South Bend; eight dail on WKZO, Kalamazoo; nine dail on WGN, Chicago; ten daily WELL, Battle Creek; 12 dail on WCFL, Chicago; and 15 a da on WIBM, Jackson, Mich.; an WLAV, Grand Rapids. A five-minute period is sponsored thre times a week on KDTH, Dubuque; daily five minutes of baseball score on WWJ, Detroit; quarter-hour daily *Swing It* program on WGN, Chicago; quarter-hour daily *Bowling Tournament* on WMRO, Aurora, Ill.; and quarter-hour transcribed *Dr. Fu Manchu* on WHO, Des Moines. Schwimmer & Scott, Chicago, is the agency.

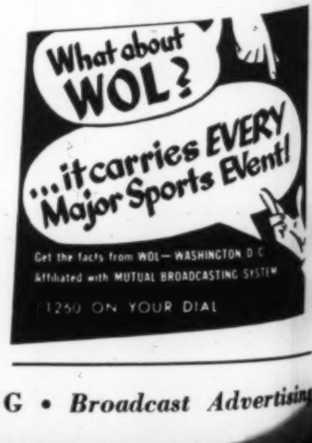
Brewery Assn. Spots

MISSOURI COMMITTEE, Industrial Brewing Foundation, St. Louis (brewers association), has started an informational campaign with ten one-minute transcribed announcements weekly for 15 weeks on the following Missouri stations: KFVS KFRU KHMO KWOS WMBH KWOC KFEQ KDRO KGBX KWTO. Agency is Gardner Adv. Co., St. Louis.

First Aid by Video

IN A FIRST ATTEMPT at formalized first aid instruction via television The American Red Cross will launch a course via CBS television broadcasts, starting April 28. The ten-hour course required for members of the OCD by the medical division of OCD will be conducted twice-weekly by the Red Cross, as an experiment to test the effectiveness of television as a medium for instruction in first aid. It follows a trial series of talks and demonstrations by Red Cross broadcast via CBS television since last December. Enrollment is by postcard to CBS television offices, 15 Vanderbilt Ave., New York.

JOHN P. YOUNG, director of advertising for Gruen Watch Co., Cincinnati, has reported for active duty in the Navy. His successor has not yet been announced.



What about WOL?
...it carries EVERY Major Sports Event!

Get the facts from WOL — WASHINGTON D.C.
Affiliated with MUTUAL BROADCASTING SYSTEM
1260 ON YOUR DIAL

Blue Is Praised For Fast Progress

et's Advisory and Planning Group Notes Advances

CCOMPLISHMENTS of the ogram and station relations de- rtments of the BLUE since it as set up as an independent com- any were commended in two res- utions passed last week at a meet- g in New York of the network's ation advisory and planning com- ittee.

The first resolution, praising the ork of the program department nder the direction of Phillips Carlin, vice-president in charge of rograms, noted the "splendid im- rovement" in BLUE programs, articularly commending such pro- rams as *Baukhage Talking*, *illman & Lindley* and *Gang- usters*, all of which are offered o BLUE affiliates for advertisers n a participating basis.

Visits Are Commended

The advisory committee, made up of members from seven regions in the United States elected by BLUE affiliates, also commended the visits of representatives of the station relations department to individual stations, and urged that "this activity be kept up" because of its "very great contribution to the morale and unity of the network." Several other minor resolutions also were passed at the meeting, covering internal network affairs.

Members of the committee present were Howard Lane, KFBK, Sacramento; Harry Wilder, WTRY, Troy, N. Y.; Earl May, KMA, Shenandoah, Ia.; Henry P. Johnston, WSGN, Birmingham; Harold Hough, KGKO, Fort Worth; Tracy McCraken, KFBC, Cheyenne, Wyo.

BLUE executives attending were Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of station relations; Mr. Carlin; E. P. H. James, director of publicity and promotion; Fred M. Thrower, general sales manager; John H. Norton Jr., station relations manager; Huge Feltis and Otto Brandt, stations department.

Seek Blue Posts

FIRST OPPORTUNITY to fill three vacancies on the BLUE announcing staff has been given to announcers of affiliated stations, and more than 50 applications have been received. Every local BLUE station was informed of the openings after John H. Norton Jr., formerly of WHO, Des Moines, Ia; Bob Daldrop, formerly of KGO, San Francisco; and Fred Cole, formerly of WBZ, Boston, were inducted into the Army.

IN THE INTERESTS of the BLUE's current advertising campaign to "Keep 'Em Remembering", Edgar Kobak, executive vice-president, talks over old circus days with one of the elephants from Ringling Bros. Barnum & Bailey Circus at Madison Square Garden, New York. Symbol of the campaign, stressing radio as the prime medium for advertisers to keep their names before the public, is a capering elephant.

New Blue Producers

COTTONSEED CLARK, formerly production manager of KFDM, Beaumont, Tex., and Edwin Saulpaugh, formerly head director of Jam Handy Pictures, have joined the BLUE production staff. Clark was christened "Cottonseed" by Babe Ruth six years ago when he was broadcasting baseball games in Texas sponsored alternately by General Mills for Wheaties and the Cottonseed Mill. From the expression "Over the Fence for Wheaties", employed when a player hit a home run on a General Mills-sponscred game, Clark contrived a new one "Over the Fence for Cottonseed". The name stuck to him and he finally adopted it legally, changing from Clark Fulks.

Chicago Staff Shifts

CHARLES C. URQUHART, director of *Vic & Sade* and producer of NBC-Chicago for two years, has been appointed assistant production manager of NBC-Chicago succeeding Maurice Wetzel, who joined the BLUE-Chicago, as production director. Other changes in NBC-Chicago personnel last week were: Conger Reynolds, formerly announcer and program director of WHIP, Hammond, Ind., was appointed transcription director; Gene Baker and Ned LeFevre, free lance actor-announcers of Chicago, joined the announcing staff; Raymond Johnson joined the guide staff; and Henry Cooker, announcer, resigned to join the Army Air Corps as a flying cadet.

WARREN SWEENEY, CBS announcer, has been assigned to handle commercials for the summer program on CBS sponsored by International Silver Co., New York, titled *This Is London*, which starts April 26 and features Edward R. Murrow, chief of the CBS European staff, from London.

Corwin, Herrmann Cited With $1,000 Art Grants

RECOGNIZED for their creative efforts, Norman Corwin and Bernard Herrmann of CBS were among the ten winners of $1,000 grants made jointly last week by the American Academy of Arts & Letters and the National Institute of Arts & Letters.

Corwin, writer-producer, now directs the weekly morale program, *This Is War*. Hermann, composer-conductor, recently won a Film Academy award for his score of the film, *All That Money Can Buy*. His outstanding compositions are *Moby Dick*, performed by the Philharmonic Symphony; the score for the Orson Welles film, *Citizen Kane*, and his *First Symphony*, given its world premiere last summer by the CBS orchestra under his direction.

Corwin, Hermann and the others honored with grants will receive them at the Academy's spring ceremonies in New York May 8, when the New York Philharmonic plays one of Hermann's compositions under the direction of Albert Stoessel.

Crosley War Policies

CROSLEY CORP., Cincinnati, was among the first 600 war plants in the country to set up voluntary labor-management committees, according to an announcement last week by the War Production Board. The report from the Crosley Corp., according to the WPB, described a War Production Drive Committee consisting of 12 management and 12 labor representatives drawn from every department. In its report to the WPB, Crosley also described a 30-minute recorded program, explaining to union employes and group meetings of everyone in the company the need for increased production. In addition, Crosley reported use of bulletin boards, information stands, posters and production charts.

Honor Lowell Thomas

LOWELL THOMAS, NBC news commentator, was elected president of the Overseas Press Club of America, at its third annual election meeting April 22. He replaces Burnett Hershey, news commentator of WMCA, New York, retiring president of the club, who has been elected to the new post of executive director of club activities. Newly elected vice-presidents are H. V. Kaltenborn, NBC; Fay Gillis Wells, wife of Linton Wells, CBS correspondent; Thomas M. Johnson, NEA news service.

Tires for Show Buses

BUSES may be used on special trips to carry entertainers in organized morale - building recreational activities, as well as military personnel, to and from Army and Navy establishments without losing eligibility under List A of the Revised Tire Rationing Regulations according to the Office of Price Administration. However, this permission is only intended where other means of transportation is unavailable and where the commanding officer makes written request for the service. Effective April 22, this is contained in Amendment No. 6 to the regulations announced by Price Administrator Leon Henderson.

WHBF
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
ROCK ISLAND • DAVENPORT • MOLINE

The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix 5000 W • 620 KC
★★KVOA-Tucson 1000 W • 1290 KC
★★KYUM-Yuma 250 W • 1240 KC
★★KGLU-Safford 250 W • 1450 KC
★KCRJ-Jerome 250 W • 1340 KC
★KWJB-Globe 250 W • 1240 KC
★KYCA-Prescott 250 W • 1490 KC
★★NBC RED and BLUE Network Stations
★Other ABC Stations
KTAR
KTAR
Arizona BROADCASTING CO. Inc.
PHOENIX, ARIZONA
PAUL H. RAYMER COMPANY

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

XUM

Talent Unions Organize Benefit Clearing House

UNITED Theatrical War Activities Inc. has been organized as a joint venture of the talent unions to act as a clearing house for all requests from Government departments and other organizations connected with the war effort for the free services of professional performers Headquarters have been established at 2 W. 45th St., New York.

James Sauter, head of Air Features, program production company affiliated with Blackett-Sample-Hummert, has agreed to serve as executive vice-chairman and will supervise operations of the organization, to which he will devote most of his time.

Bert Lytell, president of Actors Equity, is chairman of UTWA; Lawrence Tibbett, president of American Federation of Radio Artists and of American Guild of Musical Artists, is vice-chairman; Blanche Witherspoon, executive secretary of AGMA, is another vice-chairman.

AFRA N. Y. Meeting

DISCUSSION of the war production training committee of the American Theatre Wing and its work in mobilizing performers with special technical skills or training for work in war industries was the chief matter of business at the quarterly meeting of the New York chapter of the American Federation of Radio Artists, held at the Hotel Astor last Thursday evening. Group also nominated representatives for the national board. WPTC, recently organized, has headquarters in space donated by McCann-Erickson at 50 Rockefeller Plaza, New York. Sid Walton represents AFRA on the committee.

Telescope Series

MILLER & Co., Chicago (telescopes by mail), has started sponsorship of *Newsreel Theater*, morning and evening full hour programs on WHN, New York; a quarter-hour daily on KFWB, Hollywood, and daily one-minute announcements on WIBW WMMN WSVA WSAM KMJ. Varied schedule of quarter-hour local talent musical programs and newscasts on an expanding list of stations is planned. Agency is United Adv. Cos., Chicago.

Al. Bland
the popular comedian
in "morn patrol"
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

RICHER BY ONE GRAND, Mrs. Suzanne Staley, Chicago housewife, receives from L. G. Trembley (extreme left), advertising manager of Cudahy Packing Co., Chicago, the first check in the $1,000-a-day jingle contest sponsored throughout April on the company's NBC daytime serial, *Helpmate*. Onlookers at the presentation at WMAQ on the April 9 broadcast are also (l to r): W. W. Weddell, salesman of NBC-Chicago; Pierre Andre, announcer; K. T. Sponsel, vice-president of Blackett-Sample-Hummert, Chicago.

Surprise Proposal to Operate WGST Offered FCC Hearing by Georgia Tech

ADDING to the complications surrounding the license renewal application of WGST, Atlanta, a "surprise" proposal was made at the conclusion of hearings last Friday by the Georgia School of Technology, licensee, that it operate the station in the future in lieu of a lessee.

The station has been operated under an agreement regarded as a management contract by Southern Broadcasting Stations Inc. headed by Clarence L. Calhoun, Atlanta attorney, and Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president.

Political Slant

Constant bickering has highlighted previous hearings arising from a move on the part of the Georgia school to transfer management of the station to Arthur Lucas and William Jenkins, Georgia chain theatre and station operators for an allegedly "more favorable" financial return. The Lucas-Jenkins offer was later withdrawn because, it was said, the matter was "embroiled in politics".

High spot of last Friday's hearing was the appearance of Donald Harvey, chairman of the Radio Committee of the Georgia Tech Board of Regents, who presented the proposal to the FCC on the plea that he felt it "to be more in accordance with FCC regulations than the previous arrangement".

The proposal was immediately attacked by George B. Porter, counsel for Southern Broadcasting, who termed it a "complete surprise" and added that no grant had been made in previous hearings for future proposal.

Questioned by Rosel H. Hyde, FCC principal attorney, who presided, on whether the proposal was advanced in support of the license renewal application or suggested as a change in plan of operation, Mr. Harvey said that it was for the former.

Mr. Porter then asked for an adjournment of the hearing to allow him time to analyze the proposal and prepare a reply. His suggested continuation of the hearings for 30 days was denied by Mr. Hyde who pointed out that the hearings had been continuing for a "long time" and that further continuance would greatly inconvenience witnesses for WGST.

Mr. Porter assented to continuation of the hearing and questioning of Mr. Harvey was taken up by Marcus Cohn, FCC counsel, assisted by Russell Rowell. It was developed by Mr. Cohn's questioning that the proposal had been drawn up only recently and this was borne out by testimony of W. S. Morris, member of the Georgia Tech radio committee, who stated that he had first seen the proposal in writing "this morning" but added that he had discussed it with members of the committee "many times".

It was also brought out that the proposal had never been outlined to the Georgia Tech Board of Regents. Mr. Harvey, however, stated that his radio committee has power to act on all matters pertaining to WGST and that no consultation with the Board of Regents was necessary.

Mr. Harvey was questioned on disposal of equipment of WGST if his committee's proposal was to be accepted by the FCC. This arose from the contention by Southern Broadcasting counsel that the equipment was owned by his client. Mr. Harvey stated that Georgia Tech had received legal advice that the school owned the equipment. At this point Mr. Hyde observed that the hearing was not concerned with the equipment setup and that this would have to be settled latter between the licensee and Southern.

Gov. Talmadge's name came up frequently in the hearing, for the most part on whether or not he had been consulted on the proposal. Gov. Talmadge has interested himself in the case to the extent of writing a letter to the FCC advocating that the Lucas-Jenkins offer be acted upon favorably. Mr. Harvey testified that the governor had considered the school's later proposal and given it his approval.

Before the conclusion of the hearing Mr. Cohn asked that excerpts of previous WGST license renewal application testimony and corespondence be included in the record for FCC consideration. These, he said, were for the purpose "of letting the FCC determine what brought about the change of heart" of the applicant.

A resolution, expected to be drawn up by the Georgia Tech Board of Regents on May 11, plus testimony of Sam Pickard for Southern Broadcasting, was passed on by Mr. Hyde as acceptable to be incorporated into the record for FCC consideration if both were in the hands of the FCC by May 13.

Springfield FM Deleted

W81SP, Westinghouse Radio Stations' outstanding construction permit in Springfield, Mass., for a new commercial FM station, was ordered deleted by the FCC because the permitee had failed to pursue his grant by applying for the necessary modification of CP. Station was granted Feb. 18 by the FCC to operate on 48.1 mc.

CHNS
Halifax, N. S.
No advertiser can afford to overlook this field
Ask JOE WEED

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
CFNB Signal strength increased 25%
BOSTON
N.Y.

Economy of Radio Explained by NAB

Pellegrin Volume Shows How To Reach Mass Audience

COMPETITIVE story of radio is the theme of the latest chapter of the *NAB Manual of Advertising*, work of Frank E. Pellegrin, director of the NAB Bureau of Radio Advertising. Called *What Price Radio* this study emphasizes the absolute economy of using radio to reach the mass market at the lowest net-cost-per-thousand-sales impacts.

Based on studies gathered from individual stations and networks this chapter tells a highly competitive story. Its effectiveness is cited by the NAB in describing the recent experience of a member station which was called upon for comparative rates. Turning to the NAB this station requested material and advance proofs of the new chapter were furnished.

Sold a Store

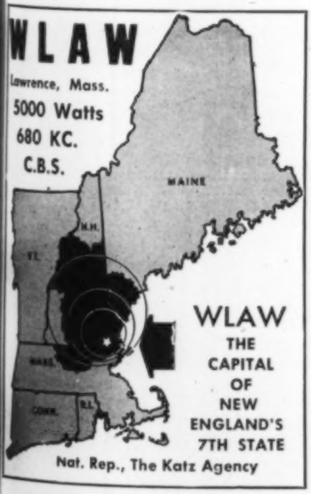
The manager reports that the material contained was successfully used in selling a department store advertising manager. In fact this manager went so far as to say that the manual's material is "worth literally its weight in gold."

When called upon for the comparative facts of media, this study furnishes the answers. It shows the success of many local and national advertisers compared with the use of other media and shows how radio unequivocally costs less.

In conclusion it observes that all this does not take into account the effectiveness of the medium which is admittedly human, popular, flexible, first with news, and entertaining among other things.

It is difficult for advertisers to resist facts which mean dollars saved and increased effective delivery of a message, the chapter suggests.

ARCH OBOLER, Hollywood writer of the weekly NBC sustainer, *Plays for Americans*, has granted the Government permission to use any plays of that series royalty-free.


WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.

WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Rep., The Katz Agency

Hudnut to Add

RICHARD HUDNUT Inc., New York, for its DuBarry Success School course, has been conducting thrice-weekly participations on a women's program on WJR, Detroit, in addition to participations on the Caroline Cabot program on WEEI, Boston. More stations may be added from time to time. Agency is G. Lynn Sumner Co., New York.

Richfield in Arizona

THE *Richfield Reporter* series on April 20 observed its 11th year of continuous sponsorship by Richfield Oil Co., Los Angeles (petroleum products), on NBC Pacific Coast stations, Sunday through Friday, 10-10:15 p.m. with release to Arizona stations (KYUM KTAR KGLU KVOA), 9:30-9:45 p.m. (PWT). Launched on April 20, 1931, it is one of the oldest programs in point of continuous broadcasting for the same sponsor without change in format. Don Forbes and John Wald are currently the voices of the Richfield Reporter. Wayne Miller is news editor. Hixson-O'Donnell Adv., Los Angeles, services the account.

Hecker Changes Format

HECKER PRODUCTS, New York (Force cereal), has changed the format of its five-weekly quarter-hour show on WHN, New York, from a juvenile attraction titled *Captain Tim Healy's Adventure Club* to a news commentary by Healy titled *The Story Behind the News*. The program has been discontinued in transcription form on the six stations: WFIL WBZ WBZA WAGE WTRY WOR.

May Beat 'Freeze'

(*Continued from page 9*)

ing upwards of 300 applications for modification but the group of about a dozen was selected for recommended favorable action.

It was expected the FCC would act favorably at its Saturday session on the DCB recommendation that no future authorization to construct or change the transmitting facilities of any station be authorized because of the critical war situation. Ths action, however, would come only after disposition of the selected batch of applications.

The lengthy Friday session, it is understood, was devoted almost entirely to an explanation of the situation surrounding the selected applications. The scope of the proposed order carrying out the DCB mandate also was debated.

It is expected the FCC order will be a rigid, except for a provision for completion of construction already underway and where most if not all materials are available. It is also presumed there will be a proviso allowing construction where it is construed that in the war effort additional service is required in a particular area. Stations used as key outlets by interceptor commands might come within the purview of this proviso.

IN THE AIR before they're on the air, Willard Scott (left) and Walt Turner, announcers of WWVA, Wheeling, are enrolled in the Civilian Pilot Training Course at Glendale airport. If droopy eyelids are detected in the photograph they can be attributed to the fact that both men rise every morning at 5 a.m. to take flying instruction.

FCC Funds Slashed

(*Continued from page 10*)

on Dr. Watson, principally by the Dies Committee.

Before the appearance of Commissioner Durr, Chairman Fly was questioned by Senators on reasons for the House action withholding Dr. Watson's salary. He replied that "deductions" had been made from a "limited number of writings of Mr. Watson, or, I might say, limited extracts from writings of Mr. Watson indicated that he viewed the Russian system with some degree of favor."

Leading the interrogation, Senator McKellar quoted from the House record of committee hearings which dealt with statements attributed to Dr. Watson supporting the theory that the "worker, under capitalism, has little chance to improve his lot," and which allegedly indicated he advocated that the capitalistic system in the United States be abolished.

Sen. McKellar asked: "Do you think a man who gives expression to those kind of views ought to be entrusted with an important part of the duties or functions of the Federal Government?" Mr. Fly replied that if the quotations were taken from articles written by Watson, "I, myself, would not approve of it".

Another quotation — "What a stirring New Deal they had once begun. Roosevelt must go far before he achieves a program like theirs. The Austrian Socialists did the things FDR makes speeches about"—brought from Sen. McKeller the question: "Now we are in a war. Do you want men in the service who talk that way about our Commander in Chief? Can't you find somebody who is equally competent and efficient, and not take a man who makes these kind of statements?"

Indicating that he thought Dr. Watson's statements had been misinterpreted, Mr. Fly replied: "I could agree with you, sir, if I thought you had the complete picture here, or an adequate record. And I want to say, too, if this represented the man's general thought and speech, and that sort of thing, I wouldn't be here advocating it, and I don't advocate even this, that anything like this can be found in it."

In his written statement to the Committee, Dr. Watson denied claims of Communist-front activities. "First, I am not a Communist," he said, "and never have been a Communist."

"I am not a 'fellow traveller' and have never been a 'fellow traveller'," he continued. He then went on to point out that he was a tenth generation American and denied that he held membership in six reportedly Communist organizations as charged by Rep. Dies.

Sweetheart Adds

IN ADDITION TO its sponsorship of *Bob Garred and the News* on the CBS Pacific network starting May 12, Manhattan Soap Co., New York (Sweetheart soap), will start a participation campaign on WABC, New York, May 11, using Adelaide Hawley's *Woman's Page of the Air* and Arthur Godfrey's early morning program, each thrice weekly. Agency is Franklin Bruck Adv. Corp., New York.

WILLIAM G. RAMBEAU Co. has been appointed national representative of WRAW, Reading, Pa.

PERFORMANCE
COUNTS MOST
AND COSTS LESS
WITH LINGO
Into Lingo designing has gone the finest engineering skill and modern antenna engineering. The result—"plus" performance combined with low installation and maintenance costs.

199 ft. (above roof) Radiator at WIBM, Jackson, Mich. Another example of Lingo versatility to meet every station need.

LINGO
VERTICAL TUBULAR STEEL RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 18 to APRIL 24 INCLUSIVE

Decisions . . .

APRIL 21

WTBO, Cumberland, Md.—Granted consent to assignment of control to Frank E. Becker, thru purchase of 49.6% from Leon V. Pamphilon for $22,500.

WBRY, Waterbury, Conn.—Granted CP to move transmitter locally using 1 kw. transmitter (granted in lieu of special service authorization request).

KIRO, Seattle—Granted petition for rehearing of 10-28-41 action and modified that action to require KJR to apply for modification of CP.

KOB, Albuquerque—Denied request for notification of Inter-American Office of assignment to 770 kc. as Class 1-B station.

WOW, Omaha—Denied petition for stay pending final determination of appeal from action of 11-25-42 to WKZO.

NEW, Broadcasters Inc., San Jose, Cal.—Denied petition for rehearing against 1-6-42 grant to KYOS.

DESIGNATED FOR HEARING—**NEW, Eastern Pennsylvania Broadcasting Co. Ltd., Scranton,** applic. for CP new station, 590 kc., 5 kw., directional antenna N; **NEW, Aloha Broadcasting Co. Ltd., Honolulu,** applic. for CP new station, 1400 kc., 250 w., unlimited; **WHAL, Saginaw, Mich.,** applic. for modification CP to extend completion time; **KYW, Philadelphia,** applic. for modification CP to extend completion time.

LICENSE EXTENDED ON TEMPORARY BASIS FOR PERIOD ENDING 6-4-42, PENDING DETERMINATION OF RENEWAL APPLICATIONS—Granted to **KBST KCMC KFJB KGGF KGHL KGIW KGKL KGU KMTR KPLT KRBC KVAK KVGB KVRS KWKH KWLK KXL WBRB WCAZ WCBT WCOC WFDF WFMD WFPG WGR WGRM WJMA WKAQ WKBW WMFJ WMIS WORK WSPB WSUI.**

WKBV, Richmond, Ind.—Granted license renewal on temporary basis pending outcome of hearing.

WOWO, Fort Wayne, Ind.—Same.

LICENSE RENEWALS — Granted to **WGBI WGCM KGMB.**

NEW, Portland Broadcasting System, Inc., Portland, Me.—Placed in pending file under Order 79 applic. for CP new FM station.

W81SP, Springfield, Mass.—Deleted call signals.

NEW, American Network Inc., New York—Denied petition for grant without hearing.

APRIL 22

NEW, Chattanooga Broadcasting Corp., Chattanooga, Tenn.—Granted motion dismissal of application for new station.

NEW, Edwin A. Kraft, Kodiak, Alaska—Same.

NEW, Jefferson Broadcasting Corp., Birmingham, Ala.—Same.

NEW Utica Broadcasting Co. Inc., Utica, N. Y.—Same.

WAAF, Chicago—Granted petition to dismiss application for CP.

APRIL 23

WPRP, Ponce, P. R.—Continued consolidated hearing to 5-19-42.

NEW, George Johnson Jr., Birmingham, Ala.—Granted petition dismiss applic. for CP new station.

WMBG Richmond, Va.—Granted extension completion date to 5-12-42 re CP new antenna installation.

KMPC, Beverly Hills, Cal.—Granted extension completion date to 60 days from 6-3-42 re changes.

KOAC, Corvallis, Ore.—Granted extension of commencement and completion dates re CP.

Applications . . .

APRIL 20

NEW, Eastern Broadcasting Co., Long Island, N. Y.—Amended previous application for CP new station, to request 1520 kc., 1 kw., limited time (to WKBW), new transmitter, antenna changes.

WSAN, Allentown, Pa.—Modification of CP requesting extension of completion date to 11-10-42.

W53D, Detroit—Modification of CP requesting extension of completion date to 11-16-42.

WDAE, Tampa, Fla.—Special service authorization to change to 770 kc. and operate with 5 kw., unlimited hours, with directional antenna.

WATW, Ashland, Wis.—Modification of license to change name to Upper Michigan-Wisconsin Broadcasting Co. Inc.

APRIL 22

WJZ, New York—Voluntary assignment of CP from National Broadcasting Co. Inc. to Blue Network Co. Inc.

NEW, The Fort Hamilton Broadcasting Co., Hamilton, O.—Amend application for CP new station re changes in transmitting equipment.

NEW, Walter H. Nelson, Cadillac, Mich.—CP new station on 1240 kc., 250 w., unlimited time.

NEW, John D. Ewing New Orleans—Amended application for CP new station to specify transmitter location and to request 10 kw. N and 50 kw D power.

WDAE Tampa, Fla.—CP to change to 770 kc., make directional changes and use N only.

APRIL 24

WBAL, Baltimore—Special service authorization for directional changes.

W65H, Hartford—Modification of CP requesting extension of completion date to 12-14-42.

WRUS, Boston—Modification of CP requesting extension of completion date to 9-16-42.

NEW, Confederate Broadcasting Co., Marietta, Ga.—CP new station 1300 kc., 250 watts, daytime.

WDAE, Tampa—Amended application for special service authorization to request directional antenna night.

KWBW, Hutchinson, Kan.—Voluntary assignment license to William Wyse and Stanley Marsh.

W75C, Chicago—Modification of CP requesting extension of completion date to 11-3-42.

KWID, San Francisco—Modification of CP as modified requesting addition of 7230 kc. unlimited and extension of commencement and completion dates to 30 days after grant and 150 days thereafter, respectively.

Tentative Calendar . . .

WTEL, Philadelphia, CP 1490 kc., 250 w., unl. (April 27).

WDNC, Durham N. C., CP 620 kc., 1 kw. N, 5 kw. D, direction D & N (April 29).

WNYC, New York, modification license to 830 kc., 1 kw., directional D, specified hours of operation (April 30).

NEW, West Allis Broadcasting Co., West Allis, Wis., CP new station 1480 kc., 250 w., daytime (April 30).

NEW, Granite District Radio Broadcasting Co., Murray, Utah, CP new station 1490 kc., 250 w., unl. (April 30).

NEW, Camden Broadcasting Co., Camden, N J., CP new station 800 kc., 500 w., daytime (May 1).

WSON, Henderson, Ky., modification of CP 860 kc., 500 w., daytime (May 1).

KALB Alexandria, La., CP 580 kc.; 1 kw. unl.; directional N (June 4).

INDIAN CHIEF symbol of Western Electric Co. advertising now decorates the office of Charles Singer, transmitter supervisor of WOR, New York. It was presented to him by H. N. Willets, WE commercial sales manager, in recognition of WOR's maintenance record and bears the legend "Chas. Singer, Big Chief Maintenance, WOR."

Navy Plans to Construct Three New Transmitters

PASSED by House last Monday, the Navy Bill (S 2406) introduced in the Senate by Senator Walsh (D-Mass.), will allow for the contemplated construction of radio transmitting stations in the Boston, Hawaii and San Francisco Bay areas. Estimated cost of the construction is $7,381,000.

Provided in the bill, however, is $11,000,000 for shore radio facilities, and it is expected that the differential between these figures will be used for the purchase of other radio facilities not specifically mentioned in the bill.

Total amount to be spent under the bill's authorization will be $800,000,000, which will be used to increase most existing facilities of the Navy. With the presidential signature expected shortly, it is felt the radio shore facilities construction will begin at an early date.

WALTER H. NELSON, former GE and Farnsworth engineer now heading his own research laboratory making test equipment, has applied to the FCC for a new 250 watt station on 1240 kc. in Cadillac, Mich.

FOR ALL YOUR FM NEEDS
FM Broadcast Transmitters 250 to 50,000 Watts
Measuring and Testing Equipment
Tubes
FM Police and Emergency Transmitters and Receivers
S-T Transmitters
Receivers for Home and S-T Service
GENERAL ELECTRIC

Network Accoun

All time Eastern Wartime unless

New Business

PLANTERS NUT & CHOCOLA Co., San Francisco, on May 4 st for 52 weeks *William Winter, Ne* on 6 CBS West Coast stations (K KQW KARM KROY KOIN KIRO Mon. thru Fri., 2:30-2:45 p (PWT). Agency: Raymond R. M gan Co., Hollywood.

COOK PRODUCTS Co., San Franc co (Girard's French Dressing), April 19 started *The Little Show* cluding circus music, new oddit human interest stories of milit heroes, quiz on the week's news unusual recordings, on KFRC, S Francisco, and KHJ, Los Ange Narrator is Ray Lewis. Rhoades, vis & Co., San Francisco, is agency.

PEPSI-COLA Co., Long Island C (beverage), on May 4 starts *Reno & the Tune Twisters* on 171 BLU stations, Mon. thru Fri., 9:55-10 p. Agency: Newell-Emmett Co., N.

Renewal Accounts

FIRESTONE TIRE & RUBBE Co., Akron, on June 1 renews for weeks *The Voice of Firestone* on NBC stations, Mon., 8:30-9 p Agency: Sweeney & James Co., Cle land.

PHILIP MORRIS & Co., New Yo (cigarettes), on May 3 renews *Cri Doctor* on 70 CBS stations, Su 8:30-8:55 p.m. (rebroadcast 11 p.m. Agency: Biow Co., N. Y.

BOHEMIAN DISTRIBUTING Co Los Angeles (Acme beer), on May renews for 43 weeks *A Toast to Ame ica's Allies,* transcribed series, on Southern California Don Lee station (KHJ KDB KFXM KGB) Mon Wed., Fri., 7:15-7:20 p.m.; Tue Thurs., 6:55-7 p.m. (PWT). Agency Brisacher, Davis & Staff, Los Angel

Network Changes

YOUNG PEOPLE'S Church of th Air, Philadelphia, on April 19 r newed for 26 weeks *Young People Church of the Air* on 85 MBS st tions, Sun., 4:30-5 p.m. Agency: Iv and Ellington, Philadelphia.

P LORILLARD Co., New York (O Golds), on April 29 shifts *The Ne Old Gold Show* from 45 BLUE st tions, Fri., 8-8:30 p.m. to 51 CB stations, Wed., 8-8:30 p.m. Agency J. Walter Thompson Co., N. Y.

R. J. REYNOLDS TOBACCO Co Winston-Salem, N. C. (Camels, Prince Albert), on April 24 added 7 CB stations to *How'm I Doin'?*, Bo Hawk's quiz program, Fri., 7:30 p.m. (rebroadcast at 10:30 p.m.), mak ing a total of 106 CBS stations carry ing the program. Agency: Willia Esty & Co., N. Y.

WELCH GRAPE JUICE Co., Wes field, N. Y. (grape and tomato juices on June 5 shifts Irene Rich's *Dea John* from 33 BLUE stations, Su days 9:30-9:45 p.m. and 22 BLU stations, Mondays 11:15-11:30 p.m. to approximately 60 CBS stations Friday 7:15-7:30 p.m. Agency H. W Kastor & Sons Adv. Co., Chicago.

WM. WRIGLEY JR. Co., Chica (informational), on May 7 shifts *Th First Line* on 69 CBS station fro 10:15-10:45 p.m. to 10-10:30 p. Thursdays. Agency: Arthur Meye hoff & Co., Chicago.

NATIONAL BRANDS SALES Corp., Chicago, has launched a new pap packaged dry dog food to be mix with water, replacing its canned prod uct. Account is placed direct and a yet no plans for radio promotion hav been made.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. **BOLD FACE CAPS,** triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Program Director—Eastern local want industrious man with character and executive ability. List draft status, reference, salary desired. Box 421, BROADCASTING.

Program Director—Man capable of complete charge of department. Want complete information in first letter. Box 411, BROADCASTING.

WANTED—Experienced announcers, transmitter engineers and announcer-operators. Register now—many positions open. **COLUMBIA PLACEMENT BUREAU,** Suite 481, 410 South Michigan Avenue, Chicago, Ill.

Announcer—Some sales experience. Local Florida station. Salary plus commission. Box 414, BROADCASTING.

ANNOUNCER - CONTROL OPERATOR—5000 Watt Network Station, first or second class phone license helpful but not necessary. State age, experience, draft status, salary expected and enclose snapshot. Box 417, BROADCASTING.

Commercial Manager—Draft deferred result getter for Virginia station. Sober, non-pressure type preferred. Give references, salary expected and date available. Box 420, BROADCASTING.

ENGINEER—Capable of computing and adjusting directive antennas. State age, education, experience, salary desired and draft status. Include photo. Box 424, BROADCASTING.

ANNOUNCERS—Who want to grow with Pennsylvania regional station wanted immediately. No commercial floaters. Permanent position. Give details, experience, draft status, salary expected. Box 425, BROADCASTING.

Operator-Announcer—Second class license or better, starting salary $165. KSUN, Lowell, Arizona.

WDSU Has Opening—For chief engineer. Prefer someone with experience on RCA 5KW delux transmitter. Give full particulars, reference and state where employed past two years; also draft status. Permanent position. Write P. K. Ewing, General Manager, WDSU, New Orleans, Louisiana.

Situations Wanted

Radio Engineer Available—First-class license March 1942, age 31, family, state salary. Box 5066, Fountain City, Tennessee.

Engineer — Experienced W.E., R.C.A., young, draft deferred, like to locate in progressive kilowatt network station in Western town, with college facilities. Now employed chief engineer 250 watt local. Box 418, BROADCASTING.

COMBINATION ANNOUNCER - ENGINEER—Experienced news, commercials, studio controls. First class license, draft 3-A. Report immediately at thirty-five per forty-hour week starting. Box 430, BROADCASTING.

STATION MANAGER — College graduate, musician, announcer, executive experience, proven ability in sales and programming, draft 3-A. Now managing 250 watter. Box 431, BROADCASTING.

RADIO SALES EXECUTIVE—37, draft deferred. Management experience of major CBS affiliate. Know all phases of station operation, selling, promotion, merchandising. Excellent agency and account contacts built up over a period of 12 years experience in national and local sales. Consistent producer with annual sales increases. Excellent references from leading agency and radio executives. Box 428, BROADCASTING.

NEWS EDITOR—Commentator, reporter. Distinctive voice. Background travel, advertising. Twelve years radio. Now employed. Draft exempt. If interested can arrange meeting NAB Convention. Box 413, BROADCASTING.

Situations Wanted (Cont'd)

OPERATOR—Experienced control room, transmitter, 1½ years technical school training, draft 1-B, desires permanent position with 1 kw or larger station, where arrangements may be made to attend recognized college or university. Prefer station also equipped FM. Box 423, BROADCASTING.

MAN FULLY QUALIFIED—Seeks management of small station; sales or production manager regional; or general announcer large station. Present work highly satisfactory to employer but position has too many limitations. Seek greater field of opportunity. Full details and transcription on request. Box 405, BROADCASTING.

Engineer—Now with 50 kw. station desires change. Draft exempt. Box 410, BROADCASTING.

Buy Your Station a Personnel Value—Two sober, industrious, capable persons. Man—experienced news editor, publicity director and announcer. III-A in draft. Woman—continuity writer, actress and experienced secretary. Married. Available for personal interview during NAB Convention in Cleveland. Telephone MAin 8257 or write BROADCASTING, Box 408.

Experienced Combination Announcer-Operator—Desirous of change. Deferment classification 2-B. Single. Go anywhere. Box 407, BROADCASTING.

Operator—With First Phone License. State salary. Box 419, BROADCASTING.

SALESMAN—Six years radio, eight years newspaper. Married, draft exempt, presently employed, proven sales record. Box 404, BROADCASTING.

VERSATILE FEMALE — College senior with all-around radio background wishes to procure summer relief job. Box 426, BROADCASTING.

ANNOUNCER, WRITER, M.C.—New York University radio student, 19, available end of May for small station. Box 422, BROADCASTING.

Program Man—30, idealist with intelligence, ingenuity and interest in production, continuity and sales. Progressive regional station or national agency. Draft exempt. Box 429, BROADCASTING.

Wanted to Buy

Lapp Antenna base insulators—PUSH-PULL type, style No. 9860 or similar-type insulators suitable for vertical antenna base. What have you? Write or wire Box 415, BROADCASTING.

FCC Recognized Phase Monitor—With or without coaxial switching panel for four element array. Send full information. Radio Station WHKY, Hickory, N. C.

Faradon, Dubilier or Aerovox—5000 or 10,000 volt mica transmitting capacitors. In answering state capacity, voltage rating and price asked. Box 409, BROADCASTING.

Telegraph Tape Recorder—Describe fully as to age and condition. Box 427, BROADCASTING.

TRANSCRIPTION TURNTABLES — 2 RCA, WE. or Presto. State age, model, condition and cash price. Box 416, BROADCASTING.

For Sale

Four New Wincharger 255 Foot Towers—Complete with beacons, guy wires, insulators, etc. Box 406, BROADCASTING.

1 KW Broadcast Transmitter—In splendid condition including rectifier tubes, electrical power switchboard and many other items, Blaw-Knox 180 foot self-supporting tower. Box 412, BROADCASTING.

First Sportscaster?

ALFRED DINSDALE, foreign news commentator of WATN, Watertown, N. Y., has received his charter membership certificate in the Twenty Year Club recently founded by H. V. Kaltenborn, NBC commentator, for veterans of the radio industry. Dinsdale, who started as a "ham" in 1910, claims to be the world's first radio sports reporter. Back in 1913, he used to watch football games from the roof of his house in Glasgow, Scotland, and then broadcast the scores to radio operators on liners sailing down the Clyde.

YEARBOOK of the Veteran Wireless Operators Assn., a 36-page pamphlet, has been issued, listing officers, directors, committees, honorary members, awards, etc.

Balaban & Katz School Graduates Naval Class

THE FIRST class of 105 naval men was graduated last Tuesday from the Balaban & Katz Radar school established in Chicago some four months ago through the combined efforts of John Balaban, president of B. & K., who donated space and equipment, and Lt. William C. Eddy, USN retired, who is director of the B. & K. television station, W9XBK.

The graduates, who have completed their first three months of intensive training in high-frequency radio detection equipment, will proceed to advance schools for further training before joining the fleet. Officer in charge at the school is Ensign Eugene S. Pulliam, son of Eugene C. Pulliam, president of WIRE, Indianapolis. Ernest P. Peterkin of Peterkin Radio Labs, Detroit, and a Naval veteran of 32 years, is chief radio man.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

McIntosh at WPB In Charge of Radio

Takes Post Jansky Vacated; Serves Under Peebles

FRANK H. McINTOSH, technical supervisor of the Fort Industry Co. stations, has joined the War Production Board as chief of the radio section. Communications Branch, under Leighton H. Peebles, chief of the Communications Branch.

Mr. McIntosh, a veteran radio engineer, fills a post vacated last month by C. M. Jansky Jr., senior partner in the Washington consulting engineer firm of Jansky & Bailey, who is now engaged in special radio experimental work for the Army Air Force in a civilian status.

In his new post Mr. McIntosh, who is on indefinite leave from Fort Industry, will have charge of radio equipment requirements for all branches of radio communications, including broadcasting. Mr. Peebles, as chief of the Communitions Branch, also has separated the telephone and telegraph sections under his jurisdiction.

Mr. McIntosh has been with Fort Industry, headed by George B. Storer, president, and J. Harold Ryan, vice-president and general manager who is now in Washington as Assistant Director of Censorship, for the last year.

Prior to joining Fort Industry Co. a year and a half ago, Mr. McIntosh was for four years communcations sales manager for Graybar, headquartering in San Francisco. He was in charge of sales in the 13 Western states, Alaska, the Philippines and Hawaii. For nine years before his Graybar connection, he was a member of the technical staff, radio development department, Bell Laboratories, New York.

Bing Smith Is Promoted To Newspaper Position

PROMOTION of Vernon H. (Bing) Smith, for three years general manager of KOWH, Omaha, to the post of sales manager of the *World-Herald*, in addition to his executive duties on the station, was announced last week. Mr. Smith will be in charge of advertising for both the newspaper and the station, with Frank Shopen, who has been assistant manager of KOWH, named manager under Mr. Smith.

Newspaper advertising departmental heads serving under Mr. Smith are T. G. Devaney, local display; Harry D. Keller, national; and Clyde C. Minnis, classified. Mr. Smith came to KOWH from WREN, Lawrence, Kan., where he had been manager 11 years.

Three More Join Blue

THREE more stations—KALB, Alexandria, La.; KMLB, Monroe, La.; WQBC, Vicksburg, Miss.—will join the BLUE as soon as lines can be constructed, Keith Kiggins, Blue vice-president in charge of stations, announced last week. KALB and KMLB are fulltime stations, WQBC is daytime only. None of the stations has any network affiliation at present.

Deems Taylor New President Of ASCAP, Replacing Buck

DEEMS TAYLOR, composer, musician, critic and foremost radio commentator on music, was elected president of ASCAP by the new board of directors of the Society last Thursday at their first regular meeting since the annual meeting of the ASCAP membership a month ago [BROADCASTING, March 30].

Gene Buck, previous president, who had held the post for nearly 20 years, will be retained by the Society in an advisory capacity, at an annual salary reported to be $25,000.

Mr. Taylor, it was announced, will serve without pay. Mr. Buck originally served without salary, but in 1929 was given a stipend of $50,000 a year. He accepted a voluntary cut to $35,000 about two years ago when ASCAP revenues were threatened with depletion due to the controversy with the broadcasting industry.

Gustave Schirmer, former treasurer of ASCAP, was elected vice-president, replacing Louis Bernstein, while Max Dreyfus succeeds Mr. Schirmer as treasurer. Oscar Hammerstein II was also made a vice-president, replacing Otto A. Harbach. George W. Meyer, J. J. Bregman and Irving Caesar were re-elected as secretary, assistant secretary and assistant treasurer, respectively.

Election of Mr. Taylor, who in addition to his Sunday CBS broadcasts as intermission commentator for the New York Philharmonic Symphony Orchestra programs and as master of ceremony on the *Prudential Family Hour*, also serves CBS as musical consultant, is seen as significant of the new trend in ASCAP policies, which since the radio war has ended have been to treat the broadcasting industry as a good customer for ASCAP's wares rather than as a target for abuse the threats.

Even so, the ouster of Mr. Buck, although predicted following the stormy session with the publishers last fall, came as a surprise to many observers, especially after the vast vote given Mr. Buck by ASCAP's writer members when they re-elected him as a director last month.

Condon Promoted

Mr. Condon

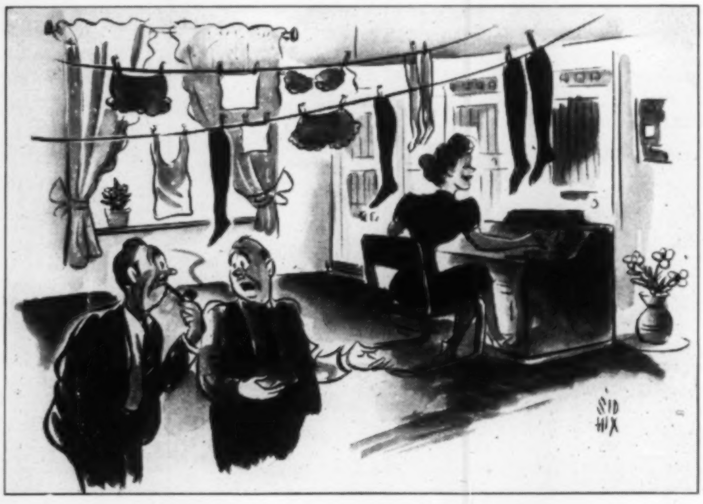
APPOINTMENT of Maurice Condon as director of the combined promotion, merchandising and publicity departments of WGAR, Cleveland, has been announced by John F. Patt, vice-president and general manager. Mr. Condon joined WGAR shortly after its formation in 1930, and has successively held the posts of continuity diretctor, traffic manager and publicity director. He succeeds Charles Newcomb, who resigned to join the program staff of WWNC, Asheville. The mutual and inter-related activities of the departments brought about the decision to merge them under a single direction.

670 Sign BMI Pacts

THE new BMI eight-year licenses have been signed by 670 broadcasters, Carl Haverlin, BMI vice-president in charge of station relations, reported last Friday prior to leaving New York for Orlando, Fla., to attend the meeting of the Florida Broadcasters Assn.

Janet MacRorie Resigns

JANET MacRORIE, manager of the continuity acceptance staff of NBC, has resigned after eight years in the department which she created. No successor has been named.



Drawn for BROADCASTING by Sid Hix

"Oh Well, the War Can't Last Forever!"

Standand Oil of In Places Big Spot

STANDARD OIL Co. of In Chicago, centering on war tion, will continue advertis the motoring public thro 1942 by promoting car co tion, according to Wesley I. advertising manager. The pany has placed six-weekly minute noon announcements farm fuel and lubricants stations in 13 Midwest states.

Announcements feature a ing award of war bonds to far for outstanding achievements. were placed by McCann-Er Chicago, on:

KLZ KGHF WLS
WDAN WSOY WEBQ
WTAD WROK WHBF
WDZ WGBF WOWO WIRE
WBOW WMT WOC KRNT
KDTH KGLO KMA KSCJ
KVGB KSAL WIBW
WBCM WHDF WJR WWJ
WJMS WIBM WKZO
WHLS WTCM KATE
KGDE WMFG KYSM
KFAM WHLB KWLM
KFRU KWOS WMBH
KWOC KFEQ KMOX
KGHL KRBM KGIR
KFYR WDAY KILO
KABR KOBH KSOO
WATW WEAU KFIZ
WCLO WKBH WIBA
WTMJ WIBU WRJN
WSAU WFHR KDFN
KROC WNAX.

Cooper Razor Drama

COOPER SAFETY RAZOR Co Brooklyn, on April 19 replaced quarter-hour musical program day evenings at 10:15 on WNE New York, with the weekly tra cribed program *Secret Agent* The series was produced just pr to the present war by NBC in sociation with Heffelfinger Ra Features, now The Heffelf Agency, New York, which hand the Cooper account. Cooper sponsors thrice-weekly ten-m periods of the *Dance Parade* WNEW, as well as three spot nouncements weekly for its life blades before the news tins prepared for WNEW by *New York Daily News.*

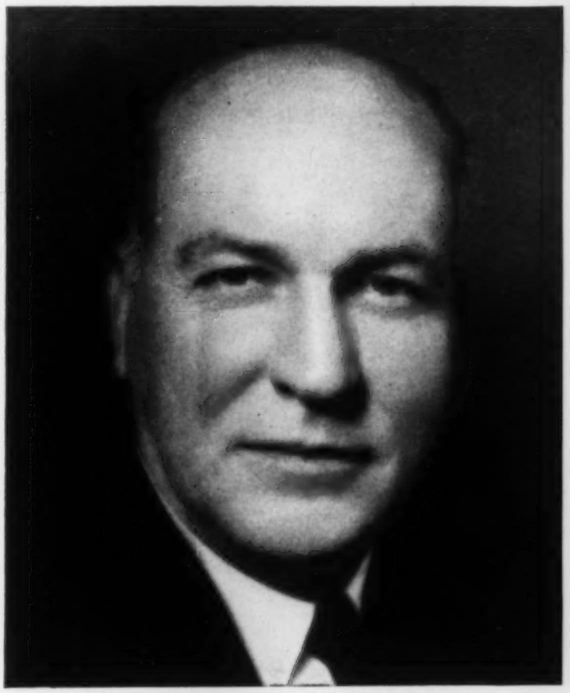
Gen. Mills to Shift

GENERAL MILLS, Minneap is understood to be shifting in near future two of its serial grams, *The Lone Ranger* and *Armstrong* from MBS to the BL network. The report of the posed move was not confirmed BLUE officials. *Jack Armstr* promoting Wheaties, is heard day through Friday, 5:30-5:45 the agency in charge Blackett-Sample-Hummert, cago, while *Lone Ranger* is sented Monday, Wednesday Friday, 7:30-8 p.m. for Corn through Knox-Reeves, Minneap

Spots for 'Gone'

METRO - GOLDWYN - MAY New York, to promote the third lease of "Gone With The Wi is using five spot announce each on 58 stations in the 32 where the picture is playing ing the month of April. Spots scheduled on the opening day of showing and the day follo Agency in charge is Donah Coe, New York.

"TO ABANDON ADVERTISING FOR ANY PERIOD IS TO LOSE THE ACCRUED BENEFITS OF EARLIER INVESTMENTS"



Says DONALD D. DAVIS,
President, GENERAL MILLS, Inc.

"Advertising and merchandising are dynamic and not static instruments in the conduct of American industry. As such they must be continuously used, experimented with and constantly improved. To abandon advertising for any period is to lose the accrued benefits of earlier investments.

"In my opinion this is especially true for radio. The new potentials and the possibilities yet uncovered in the field of radio advertising—indeed in all fields of advertising—constitute a great challenge for American industry. Advertising is the vehicle through which we reach the entire American public, but it does not stop there. It is also the vehicle through which business keeps in intimate touch with the reactions and desires of the whole public.

"Therefore, I believe firmly that continued advertising is not only industry's responsibility to itself, but responsibility to the American people."

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION